

## Syllabus

<b>Subject</b>	[MKT 4555-PMA] Internet Marketing
<b>Semester</b>	Fall 2017
<b>Class</b>	Monday, 5:50 PM - 7:05 PM
<b>Class Room</b>	11-135 Vertical Campus
<b>Instructor</b>	Chul Kim, Ph.D. 11-283 Vertical Campus (646) 312-3296 <a href="mailto:chul.kim@baruch.cuny.edu">chul.kim@baruch.cuny.edu</a>
<b>Office Hours</b>	1) Monday, 3:00 PM - 5:00 PM 2) By appointment
<b>Textbook</b>	Stukent eBook (available at <a href="https://home.stukent.com/join/16D-F48">https://home.stukent.com/join/16D-F48</a> )
<b>Prerequisites</b>	[MKT 3000] Marketing Foundations

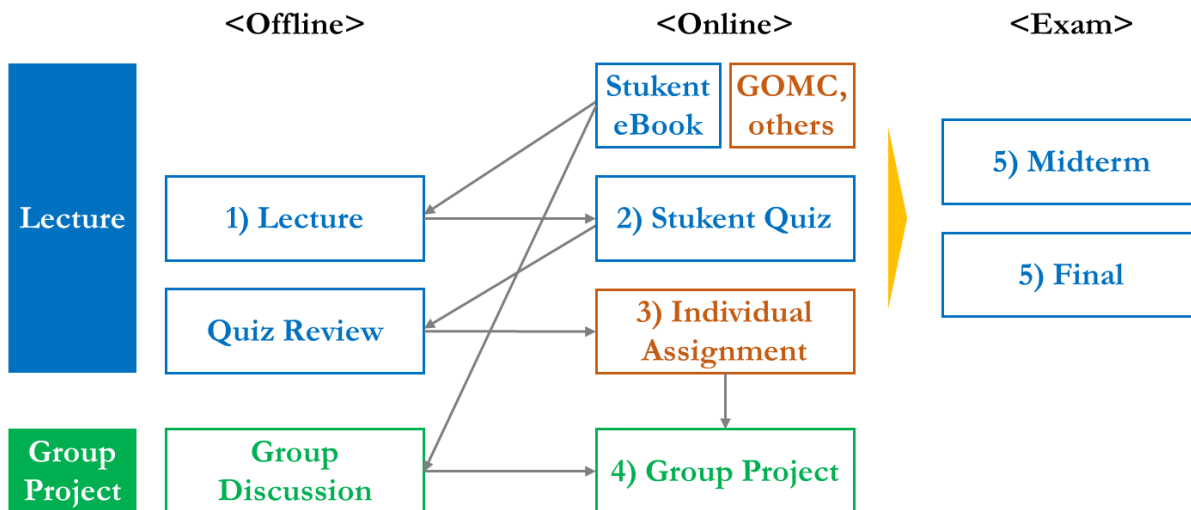
### [Course Objective]

This course examines the process of developing, implementing, and analyzing strategies for successfully marketing a variety of existing and potential products and services on the Internet. We will focus on the tools and techniques that are unique to this medium. By the end of this course, you should be able to:

1. Become knowledgeable of up-to-date digital marketing terms and technology
2. Learn how to create a profitable marketing strategy for the Internet
3. Develop, implement, and analyze strategies for products/services on the Internet
4. Learn tools and techniques that are unique to digital
5. Understand the importance of a marketing orientation in the development of websites
6. Develop leadership, teamwork and communication skills
7. Nurture creativity and critical thinking skills

### [Class Format and Evaluation]

This course balances offline and online learning. For each topic, students should be prepared by themselves before class. They need to do online pre-lessons with Stukent eBook, Google Online Marketing Challenge (GOMC) courses, other reading materials. The purpose of the online pre-lessons is to be familiar with terms and concepts. In class, instructor will highlight key concepts, provide specific cases and examples, introduce state-of-art tools and demonstrations. Also, we will have group discussions for specific topics. This group discussions will be translated into inputs for the group project. After the offline class, students should take Stukent online quizzes to review each chapter. Also, each and every quiz will be reviewed in class. Furthermore, we will have some individual assignments regarding digital marketing tools. The knowledge of using digital marketing tools would be really helpful for the group project. Finally, we will have two exams which cover only Stukent eBook and lectures (course slides) not GOMC, individual assignments, group project, and other reading materials.



The course is graded out of 1,000 points. The number of points of each element are as follows:

Elements	Points (Proportion)
1) Class Participation	100 (10%)
2) Quizzes	200 (20%)
3) Individual Assignments	150 (15%)
4) Group Project	250 (25%)
5) Two Exams	300 (15% each)
<b>Total</b>	<b>1,000</b>

### 1) Class Participation

- All students are encouraged to attend every class and participate in-class discussions and activities
- Absences can be excused with a doctor's note for an illness or a note from a university authority documenting participation in a university-sponsored activity
- Any absence more than 2 (other than documented absences) will be penalized for 10 points for each absence
- Consistently coming late for the class can be also penalized by 5 points for each occurrence

### 2) Quiz

- 11 chapter-level quizzes need to be taken through <https://www.stukent.com/>

### 3) Individual Assignment

- 2 - 3 assignments will be administered through Blackboard
- Individual assignments are designed for learning tangible skills regarding digital marketing tools such as website development, Search Engine Optimization, etc.

### 4) Group Project

- You will be organized into 4 to 6-person teams at the beginning of the semester
- Throughout the semester, you will develop a Digital marketing plan for a small business or non-profit organization
- At the end of the semester you will share the projects with the class in an oral presentation
- You will be acting as consultants and deliver to the client (class) a finished marketing plan
- A final paper will be due at the beginning of class on Dec 11 (5:50 PM), 2017

## 5) Exam

- The two exams will be non-comprehensive
- They will cover the textbook and lecture notes not GOMC, individual assignment, group project, and other materials
- The exams will be multiple choice only
- To be excused from an exam, you must submit either a doctor's note for an illness or a note from a university authority documenting participation in a university-sponsored activity. You will only be able to reschedule one exam during the semester. You must notify me before missing the exam.

Letter grades will be assigned around the standard 10% increments. This scale can be lowered or curved if needed, but it will not be raised under any circumstances. There will be no extra-credit work.

Points	Letter Grade	Points	Letter Grade
1000 – 930	A	770 – 730	C
929 – 900	A-	729 – 700	C-
899 – 871	B+	699 – 671	D+
870 – 830	B	670 – 600	D
829 – 800	B-	Below 600	F
799 – 771	C+		

### [Late Submission Policy]

20% reduction will be imposed on your points for each day of late submission. For instance, if you are 1-day late in submission, you or your group will be graded on 80% of your points for the submission. If you 2-days late in submission you or your group will be graded on 60% (reduction of  $2 \times 20\%$ ) of your points for the submission. If you are late by 5 days, then you are better off NOT submitting the deliverable.

### [Course Materials]

#### 1. Textbook (required): Stukent eBook

- This course uses a digital textbook that can be accessed at <https://home.stukent.com/join/16D-F48>
- A single log-in profile will manage your access to the textbook
- Access to the Stukent eBook is \$59.99, and is purchased online

#### 2. Textbook (optional): eMarketing: The Essential Guide to Online Marketing

- by Rob Stokes 5<sup>th</sup> Edition (free)
- available at <https://www.redandyellow.co.za/courses/textbook-digital/>

#### 3. Additional Resources:

- Google Online Marketing Challenge (GOMC): <https://www.google.com/onlinechallenge/dmc/>
- Articles, Case Studies and other reading or discussion materials will be posted online through Blackboard

## [Guest Presentations]

Guest Presentations will be arranged to provide an enhanced learning experience into the usage of concepts learned into real-world. Assignments will be given as a part of scheduled guest lecture talks.

## [Course Website]

We will be using the Blackboard web course environment this semester. If you are registered for the class you will be able to sign onto this site using your Baruch user id and password. Once you log on, select the courses folder, and if you are registered for this course, you should see it listed. It is your responsibility to check this site at least once a every two days for any announcements. The course website may contain a lot of material for the class including:

- the class schedules
- Slides for chapters
- Notices of any changes in the class schedule
- A record of your grades in this class.

## [Academic Integrity and Dishonesty]

I fully support Baruch College's policy on Academic Honesty, which states, in part:

“Academic dishonesty is unacceptable and will not be tolerated. Cheating, forgery, plagiarism and collusion in dishonest acts undermine the college's educational mission and the students' personal and intellectual growth. Baruch students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. Ignorance of the rules is not an acceptable excuse for disobeying them. Any student who attempts to compromise or devalue the academic process will be sanctioned.”

My policy is to give a failing grade to any assignment that has been plagiarized or an exam in which you have cheated. In addition, I am required by College policy to submit a report of suspected academic dishonesty to the Office of the Dean of Students. This report becomes part of your permanent file. Additional information and definitions can be found at

[http://www.baruch.cuny.edu/academic/academic\\_honesty.html](http://www.baruch.cuny.edu/academic/academic_honesty.html)

The following definitions are based on the College's Academic Honesty website:

**Cheating** is the attempted or unauthorized use of materials, information, notes, study aids, devices or communication during an academic exercise. Examples include but are not limited to:

- Copying from another student during an examination or allowing another to copy your work
- Unauthorized collaborating on a take home assignment or examination
- Using unauthorized notes during a closed book examination
- Using unauthorized electronic devices during an examination
- Taking an examination for another student
- Asking or allowing another student to take an examination for you
- Changing a corrected exam and returning it for more credit
- Submitting substantial portions of the same paper to two classes without consulting the second instructor

- Preparing answers or writing notes in a blue book (exam booklet) before an examination
- Allowing others to research and write assigned papers including the use of commercial term paper services

**Plagiarism** is the act of presenting another person's ideas, research or writing as your own, such as:

- Copying another person's actual words without the use of quotation marks and footnotes (a functional limit is four or more words taken from the work of another)
- Presenting another person's ideas or theories in your own words without acknowledging them
- Using information that is not considered common knowledge without acknowledging the source
- Failure to acknowledge collaborators on homework and laboratory assignment

On each assignment and exam, you will be asked to write out and sign the following pledge.

"I pledge on my honor that  
I have not given or received any unauthorized assistance on this exam/assignment."

### **[Classroom Support Services]**

Students with documented disabilities who require academic adjustments for this class are requested to contact the support services office to register their needs. Please do take initiative to talk to me about your needs as well. While not required, it is in the best interest of the student to have this conversation early in the semester. In order to receive academic adjustments, paperwork from support services must be provided to document this need.

**[Tentative Schedule]**

No	Date	Assignments Reading Materials	Topic Class Activity
1	Aug 28		Course Introduction Chapter 1(eMarketing): Situating Digital
2	Sep 4		NO CLASS (Labor Day)
3	Sep 11	Activate Stukent Account [Read] Chapter 1 [Participation] Submit Survey [GOMC] Pre-Course Preparation	Chapter 1: Digital Marketing Foundations Group Project Discussion
4	Sep 18	[Quiz] Chapter 1 [Read] Chapter 2 <b>[Group] Submit Preferred Group Members</b> [GOMC] Introduction to Digital Marketing	Chapter 2: Web Design Website Design Tutorial
5	Sep 25	[Quiz] Chapter 2 [Read] Chapter 3 and Chapter 3 (eMarketing) [Tutorial] Website Design Tutorial [GOMC] AdWords Fundamentals	Chapter 3: Analytics Chapter 3(eMarketing): Market Research Google Analytics Tutorial
6	Oct 2	[Quiz] Chapter 3 [Tutorial] How to scrape data from web	GUEST LECTURE (James Kim)
7	Oct 9	<b>[Group] Submit Group Project Introduction</b> <b>[Group] Submit Situational Analysis</b>	NO CLASS (Columbus Day)
8	Oct 16	[Read] Chapter 4 [Tutorial] Web Scraping	Chapter 4: On-site SEO SEO Tutorial
9	Oct 23	[Quiz] Chapter 4 [Read] Chapter 5	Chapter 5: Off-Site SEO
10	Oct 30	[Quiz] Chapter 5	MIDTERM EXAM
11	Nov 6	[Read] Chapter 6 [GOMC] Search Advertising <b>[A] Individual Assignment (SEO)</b>	Chapter 6: Paid Search Marketing
12	Nov 13	[Quiz] Chapter 6 [Read] Chapter 7 <b>[Group] Submit Marketing Objectives</b> [GOMC] Display Advertising	Chapter 7: Online Advertising
13	Nov 20	[Quiz] Chapter 7 [Read] Chapter 8 [GOMC] Video Advertising <b>[A] Individual Assignment (Personal Website)</b>	Chapter 8: Email Marketing
14	Nov 27	[Quiz] Chapter 8 [Read] Chapter 9 and 10 [GOMC] Mobile Advertising	Chapter 9: Social Media 1 Chapter 10: Social Media 2
15	Dec 4	[Quiz] Chapter 9 and 10 <b>[Group] Submit Marketing Strategies</b>	Group Project Presentation 1
16	Dec 11	<b>[Group] Submit Final Paper</b> <b>[Group] Submit Presentation Slides</b>	Group Project Presentation 2
17	Dec 18		FINAL EXAM (6 – 8 pm)

\* Assignments and Reading Due: before class; end of the day (11:59pm) if no class