

Business 71

E-Marketing

Course Overview and Syllabus
Winter 2002
Michele Fritz

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| Section 61 Meets: | Tuesday evenings, 5:40 to 9:20 PM in G7. |
| Call Number: | 0296 |
| Office Hours: | Mondays 4:15 - 5:15 PM, Tuesdays 2:00-3:00 PM, and Thursdays 1:00-3:00 PM. |
| Office Location: | Mod Quad 11. (Prefab buildings located in Parking Lot A, north of the ATC.) |
| Email Address: | FritzMichele at deanza.edu (Please use email for urgent messages.) |
| Telephone: | (408) 864-8615 (Voicemail only, live calls not available at this time.) |
| Web Site: | http://www.deanza.fhda.edu/faculty/fritz (My web site contains course documents, a frequently-updated list of weekly assignments, and many tools and resources for students.) |
| Faculty Mail Box Location: | Go straight into the Administration building; take the hallway on the right; take the second door on the left. My mailbox is located in the full time faculty section on the right wall. |

Course Objectives:

This course examines the Internet as a tool for effective marketing. Students will learn how the Internet has impacted the marketing environment, consumers, and the elements of the marketing mix, and explore implications for a company's marketing plan.

Advisory Prerequisites:

- Computer Applications and Office Systems 94 or Computer Information Systems 94
- English Writing 100A and Reading 201 (or Language Arts 200), or English as a Second Language 161-163.

Required Materials:

- **Textbook:** Strauss and Frost, *E-Marketing*, Prentice Hall, 2001. (If you have not had any exposure to Marketing, and you would like a supplementary textbook as a reference, I

recommend the following paperback textbook: Kotler, Philip, *A Framework For Marketing Management*, Prentice Hall, 2001.)

- **Additional readings:** *The Perfumery on Park Case* should be purchased from the campus bookstore. Other articles and case studies will be assigned from the Internet or passed out in class.
- **Test supplies:** Two (8 ½" x 11") QuickScore Answer Forms and several #2 pencils.
- **Lab:** Students of BUS71 may also register for BUS500 which provides you with a computer account with access to the Internet in the Advanced Technology Center. (Use an ADD form.) There is no fee for BUS500.
- **Technology:** Students will also need to obtain an email account. Please see the instructor web site for more details on free email services.

Course Requirements:

- **Text Readings and Class Participation:** Assigned readings in the text **must** be completed prior to class. You should prepare some notes on the material to bring with you to class. Students in each session will be selected to describe and/or elaborate on assigned material. If you miss a class, you should check the instructor web site or contact a classmate to prepare for the next class.
- **Case Studies:** When case studies are assigned you are expected to prepare them for class discussion. A case study is a summary of a real business situation. Case studies are very effective for practicing how you would respond to a real world scenario. You should read the case, and prepare the case questions based on what you have learned. Your answers should be based on a thorough marketing analysis of the facts presented in the case. Consistent, diligent preparation of material before class is the key to success in class participation, which contributes a significant portion towards your final grade.
- **Attendance:** Since the Internet is dynamic and rapidly expanding, we will need to collaborate in order to conquer it. This is an **active participation** class. Each class will consist of discussions, lecture and group exercises. Since your classmates depend upon your viewpoint in class discussions, you are expected to be present in class on time. Students who miss more than 3 classes will receive a 0 for class participation unless they officially drop the course. *Students are responsible for submitting their own paperwork to drop a course.* Remember you may only drop the class during the first eight weeks! (Tardiness or early departures will count towards absenteeism at a rate of 2 for 1.)
- **Examinations:** There will be two exams which test your ability to apply the material you have learned. Exams cover textbook readings, supplemental articles, lectures, class discussions, and case studies. You can expect primarily multiple choice questions on the exams. *If you miss an exam, you must arrange with the instructor to take a (more challenging) make-up exam in the testing center prior to the next class. Once the next class is held, there will be no more make-up opportunities.* The exam schedule is as follows:
 - **Midterm** (50 points) covers chapters 1-3, parts of 4, 9, and class discussions. It is scheduled for 2/12 in class.
 - **Final Exam** (70 points) covers latter parts of chapter 4, chapters 5-8, 10, and class discussions. The final exam is scheduled for Tuesday, 3/26 from 6:15-8:15 PM in our classroom.
- **Homeworks:** There will be three homework assignments designed to monitor progress in the course. In most cases, you will be required to prepare a brief report of 1-2 pages. (Please observe the maximum length for these assignments, because I will not read or grade beyond it.) These assignments will generally require some work on the Internet or analysis of a case study. They will be described fully in class, and posted on the assignments page on my web

site. All homework assignments must be typed, in a standard font size of 10, 11, or 12. Late homework assignments will not be accepted. If you are going to miss class on a day that an assignment is due, put it in my faculty mailbox by noon.

- **Homework 1:** (25 points) due 1/22.
 - **Homework 2:** (25 points) due 2/5.
 - **Homework 3:** (25 points) due 3/12.
- **Email Newsletter** (105 points) is due 3/5. In this 4-5 page written assignment you will create the first edition of a new email campaign. In class, you will be given a choice of two businesses for this report. Roughly half of the paper should be dedicated to the analysis that justifies the decisions you made. (For instance: Which target market are you specifically pursuing? What is this target market seeking, in terms of benefits, from your product or service? How does your newsletter keep the target market satisfied and returning to your business? How does it help you to increase revenues?) The other half of the report will contain your sample email newsletter which would be emailed to the target market. Again, this report must be typed in a font size of 10, 11, or 12, and should contain a bibliography of sources used. **Late papers will be docked a grade, and papers which are more than 7 days late will not be accepted.**

Academic Integrity:

Students who submit the work of others as their own or cheat on exams will receive a failing grade in the course and will be reported to college authorities.

Grading Policy:

| Your evaluation in this course will be divided as follows: | | |
|--|---------------------------|--------------------------|
| <i>Course Requirement</i> | <i>Point Value</i> | <i>Percentage</i> |
| Midterm and Final Exam | 120 Points | 30% |
| Three Homework Assignments | 75 Points | 19% |
| Email Newsletter | 105 Points | 26% |
| Class Participation and Attendance | 100 Points | 25% |
| <i>Total</i> | 400 Points | 100% |

Assignment of Grades:

| Grades will be assigned to students based on the total points earned in the course. | |
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| <i>If Your Total Points Are</i> | <i>Resulting Grade</i> |
| 358 to 400 | A |
| 318 to 357 | B |
| 278 to 317 | C |
| 238 to 277 | D |
| Less than 238 | F |

Syllabus:

| Week Of: | Class Topic |
|-----------------|---|
| 1/8 | Course Introduction and Overview. |
| 1/15 | E-Marketing Environment and Technology Overview. |
| 1/22 | [Homework 1 Due in Class.] Internet User Characteristics and Behavior. |
| 1/29 | Market Research. |
| 2/5 | [Homework 2 Due in Class.] Products and Services on the Internet. |
| 2/12 | [Midterm in Class.] Pricing and Distribution on the Internet. |
| 2/19 | E-Marketing Communications. |
| 2/26 | The E-Marketing Plan. |
| 3/5 | [Email Newsletter Due in Class.] Customer Relationship Management. |
| 3/12 | [Homework 3 Due in Class.] Ethics and Law. |
| 3/19 | Final Exam will be held from 5:40 to 7:40 in class. |