Systems and Internet Marketing Syllabus  
Fall 2019  
Department of Management, Marketing and International Business  

MKT 425.001 (3 credit hour class)  
Tuesday, 4:00 - 6:30 pm, BU 369  

Instructor: Dr. Charlotte Allen  
Office Phone: 936-468-1789  
Email: caallen@sfasu.edu  
Dept. Office: 936-468-4103  
Office: BU 403J  
Fax Number: 936-468-1600  

Office Hours: Monday, 10:00 – 11:00 am and 2:00-4:30 pm; Tuesday from 2:00-4:00 pm; Wednesday from 2:00-4:30 pm, Thursday from 1:00 to 3:00 pm; and by appointment with instructor.  

Student Requirements:  

Textbooks: Internet Marketing: Integrating Online and Offline Strategies.  
Zahay & Roberts, Cengage Publishing, 4th edition. 2018 (Can be part of the  
Cengage Unlimited Program, see link for further details:  

SFASU Email Account: in order to access mySFA for class email and communications  
Prerequisites: MKT 351 and MGT 272 (or equivalent class)  

Course Description: An integrative overview of marketing information systems and  
Internet marketing with an emphasis on major strategic opportunities, issues, and  
problems. Covers the use of information systems and technology to interact,  
collaborate, and transact business with the company’s customers, employees, suppliers,  
partners, and society.  

Objectives (or Student Learning Outcomes): Upon completion of this course, a  
student should be able to:  

- describe how information systems and technology may impact a company’s  
policies and interactions within the company and with consumers, other  
businesses, and society in general.  
- discuss how the Internet and information systems influences marketing,  
management and business decisions;  
- explain how information technology and marketing work together in the areas of  
branding, consumer and organizational behavior, supplier relationships,  
communications, research and ethics; and
- demonstrate an ability to apply knowledge and skills in a business case study.

Course Requirements:

1. **Student responsibilities:** Each student is expected to come to class having read the assigned chapter and/or assigned readings. Lecture material and other sources will be used to supplement and expand upon text material. Every student has the opportunity and the ability to make an "A" in this class, but your grade in this class will depend on how well you prepare and study for the exams, the assignments, and your conduct in the classroom. Student participation is expected in class. Each student should spend six to eight hours a week outside of class on the reading assignments, class homework, class project and other assignments.

2. **Exams:** All exams and quizzes will consist of multiple choice, short essay, and/or problem type questions. Unless there is an unusual situation, exams will not be individually reviewed during class time. However, any student may review his/her exam during office hours.

3. **Projects:** All projects in this class should be prepared in a professional manner. Any handwritten projects will automatically be given a zero. In class exercises will be assigned and due in class. Any student who is not in class that day will receive a zero on the exercise. If the student misses class due to a university or instructor approved excuse, the student will be given a comparable assignment or case to complete in order to replace the zero on the exercise. Please note that Wikipedia.com is not allowed as a source for projects in this class. No handwritten assignments are allowed.

4. **Attendance:** On-time attendance for each class is expected. You are responsible for all material covered in class whether or not you attended that class. If late attendance becomes a problem for a class, the instructor reserves the right to alter syllabus so that late attendance will negatively affect a student's grade; the class would receive any changes of the syllabus in writing from the instructor.

5. **Late Work:** The student is responsible for having all work turned in on time. Projects and assignments will be taken up at the beginning of class (i.e. if the class begins at 2:00, then 2:00 is the beginning of class, not 2:01 or any other time after 2:00 pm); any projects or assignments that are turned in after that will be considered late. No late papers or assignments will be accepted. If the student is late for an exam, extra time will not be given to the student to finish the exam. If the student has a university approved absence that corresponds with a due date, the student must meet with the instructor to make appropriate arrangements.

6. **Class Communications:** The professor will send out class information and other material through email to each student’s SFA email address. Each student should check their email every weekday since emails to and from SFA addresses are considered official university communication and should be treated as such. If a student decides to forward their SFA email to another email address, it is the student’s responsibility to make sure the other email account is able to and can
accept forwards from the SFA email address. All email communication between
student and professor should be done in a professional manner.

7. Acceptable Student Behavior: Classroom behavior should not interfere with the
instructor’s ability to conduct the class or the ability of other students to learn from
the instructional program (see the Student Conduct Code, policy 10-4).
Classroom behavior should not interfere with the instructor’s ability to conduct the
class or the ability of other students to learn from the instructional program (see the
full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf.) Unacceptable or disruptive behavior will not be tolerated.
Students who disrupt the learning environment may be asked to leave class and
may be subject to judicial, academic, or other penalties. This prohibition applies to
all instructional forums, including electronic, classroom, labs, discussion groups, field
trips, etc. The instructor shall have full discretion over what behavior is appropriate/
inappropriate in the classroom. Students who do not attend class regularly or who
perform poorly on class projects/exams may be referred to the iCare Early Alert
Program. This program provides students with recommendations for resources or
other assistance that is available to help SFA students succeed.

8. Academic Integrity: Abiding by university policy on academic integrity is a
responsibility of all university faculty and students. Definition of Academic
Dishonesty: Academic dishonesty includes both cheating and plagiarism. Cheating
includes, but is not limited to (1) using or attempting to use unauthorized materials
on any assignment or exam; (2) falsifying or inventing of any information, including
citations, on an assigned exercise; and/or (3) helping or attempting to help another
in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of
another person as if they were one’s own. Examples of plagiarism include, but are
not limited to (1) submitting an assignment as if it were one’s own work when is at
least partly the work of another person; (2) submitting a work that has been
purchased or otherwise obtained from the Internet or another source; and/or (3)
incorporating the words or ideas of an author into one’s paper without giving the
author credit. Penalties may include, but are not limited to reprimand, no credit for
the assignment or exam, re-submission of the work, make-up exam, failure of the
course, or expulsion from the university. In classroom and online activities are
expected to follow university guidelines concerning student conduct and academic
honesty. The exams in this class are tests of what you know, not what you can look
up. Students are expected to not use any materials or online resources while taking
the exams in this class. Possession or use of a test bank or an instructor’s manual
or the attempt to possess any of these materials will be considered a violation of
academic honesty. Students may not take pictures of, screenshot, or record in any
way test questions or exams, with the one exception of taking a picture or
screenshot of any error messages that occur for technical support. Please read the
complete policy at http://www.sfasu.edu/policies/student_academic_dishonesty.pdf
(Definition of Academic Dishonesty, University Policy 4.1).

9. Students with Disabilities: The College of Business complies with the Americans
with Disabilities Act in making reasonable accommodation for qualified students with a disability. To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

10. Withheld Grades (Semester Grades Policy 5.5): At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at http://www.sfasu.edu/policies/course-grades.pdf.

11. Program Learning Outcomes: Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://www.sfasu.edu/cob/ug-plo.asp.

**Grading**

There will be three exams in this class during the semester. Each exam is designed to cover approximately one third of the class material. Each exam will consist of multiple choice, short answer and/or financial questions. The fourth exam in the class will take place during final week and will be optional and comprehensive- the final (fourth) exam can be used to replace a lower test grade if the student does better on the final (fourth) exam than the other three required exams. Questions will be taken from chapters in the text, lecture notes and discussions, presentations, and class handouts. If a student is going to miss a scheduled exam, they will be eligible to take a makeup exam before or after the scheduled test date only if (1) the student notifies Dr. Allen before the exam AND (2) has an official university or instructor approved excuse. Any makeup exam will be scheduled at a time agreed upon by student and instructor.

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<thead>
<tr>
<th>Category</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exams 1-3</td>
<td>300</td>
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<tr>
<td>Homework and Class Assignments</td>
<td>75</td>
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<tr>
<td>Group Project</td>
<td>125</td>
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<td><strong>Total:</strong></td>
<td>500</td>
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Grading Scale: A (90% and above), B (80% - 89%), C (70% - 79%), D (60% - 69%), and F (less than 60%). At the professor's option, a grade may be curved by adding points across the board.

Posting of Grades: Grades will not be publicly posted for this class. In accordance with university policy, grades will not be released to anyone through unsecured email or over the phone or through any other unsecured method.

Schedule: A tentative schedule will be handed out the first week of class and is attached to this syllabus. You are responsible for all information contained in the syllabus and for any changes in the syllabus or schedule, which will be communicated in class. The instructor reserves the right to make any necessary changes to the syllabus or schedule. This syllabus is provided to you as a guide for the class content and expectations this semester; it is not a contract, and is subject to change as necessary.

Class Schedule

<table>
<thead>
<tr>
<th>Week of</th>
<th>Class Information</th>
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<tbody>
<tr>
<td>8/26-9/1</td>
<td>Content: Class Introduction, Choosing a Group for a Group Project</td>
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<td><strong>First day of Fall Semester: August 26th (Monday)</strong></td>
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<tr>
<td>9/2-9/8</td>
<td>Content: Chapters 1 &amp; 2 (Internet and Mobile Marketing in the Digital Ecosystem, Supply Chain)</td>
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<td><strong>Project memo due by 11:00 pm on 9/8/19 in Class Dropbox</strong></td>
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<tr>
<td>9/9-9/15</td>
<td>Content: Chapter 3 (Business Models and Strategy)</td>
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<td><strong>12th Class Day: September 10th (Tuesday)</strong></td>
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<tr>
<td>9/16-9/22</td>
<td>Content: Chapters 4 &amp; 5 (Direct Response, Database and Analytics Foundations; Social Media)</td>
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<td>Review for Exam 1 (Chapters 1-4)</td>
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<tr>
<td>9/23-9/29</td>
<td>Content: Project Group Meetings</td>
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<td><strong>MKT 425 001 Exam 1: Tuesday, September 24th</strong></td>
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<tr>
<td>Date</td>
<td>Content: Chapters and Topics</td>
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<tr>
<td>9/30-10/6</td>
<td>Chapters 5 &amp; 7 (Social Media; Display and Mobile Advertising)</td>
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<td>10/7-10/13</td>
<td>Chapters 8 &amp; 18 (Content Marketing; Measuring and Evaluating Marketing Programs) Project Discussion</td>
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<td>10/14-10/20</td>
<td>Content: Chapter 9 (Email Marketing)</td>
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<td>Midsemester: October 16th (Wednesday)</td>
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<td><strong>Draft Written Project for Optional Feedback due by 11:00 pm on October 20, 2019</strong></td>
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<tr>
<td>10/21-10/27</td>
<td>Content: Project Discussion</td>
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<td><strong>MKT 425 001 Exam 2: Tuesday, October 22nd</strong></td>
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<td></td>
<td><strong>Last Day to Drop Full Semester Classes: October 23rd</strong></td>
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<tr>
<td>10/28-11/3</td>
<td>Content: Chapters 10 and 11 (Search Engine Marketing; Paid Search and Social Advertising)</td>
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<td>11/4-11/10</td>
<td>Content: Chapter 12 (Mobile Marketing)</td>
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<td><strong>Class Written Project Due by 11:00 pm on Sunday, 11/10/19.</strong></td>
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<tr>
<td>11/11-11/17</td>
<td>Content: Chapter 17 (Social and Regulatory Issues)</td>
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<td>Review for Exam 3 (Chapters 10-12, 17)</td>
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<tr>
<td>11/18-12/1</td>
<td>Content: Chapter 17 (Social and Regulatory Issues)</td>
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<td><strong>MKT 425 001 Exam 3: Tuesday, Nov. 19th</strong></td>
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<td>Reflective Paper due by 11:00 pm on Sunday, 12/1/19 into the class Dropbox into Brightspace/D2L.</td>
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<td>Thanksgiving Holiday: November 23rd through Dec. 1st</td>
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<td>Date</td>
<td>Content: Client Presentations (tentative)</td>
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<td>12/2-12/8</td>
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<tr>
<th>Date</th>
<th>Final Exam (Optional and Comprehensive)</th>
<th>MKT 425 001 on Tuesday, December 10th from 4:00-6:00 pm</th>
<th>Commencement: December 14th</th>
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<td>12/9-12/15</td>
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Student Information Sheet

Name:______________________________________________________________

Address:____________________________________________________________________

Phone Number:__________________________________________________________

Email Address:__________________________________________________________

Major:____________________________________________________________________

Career Goals:____________________________________________________________

________________________________________________________________________

________________________________________________________________________

Hobbies:____________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Any Internet programming experience? If yes, please explain__________

________________________________________________________________________

SFA School Activities:______________________________________________________

________________________________________________________________________

I hereby certify that I have received a copy of the syllabus for MKT 425 for Fall 2019. I have read and understood all of the syllabus, and I further certify that I have met all the prerequisites as listed in the syllabus.

Signature:_________________________ Date:_______________________________