

University of North Texas at Dallas
Fall 2016
SYLLABUS for Distance Learning

Department of		Management	Division of		School of Business
Instructor Name:		Dr Isaura Flores			
Office Location:		DAL 2 Office # 234			
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Office Hours:		Wednesday 2:00 – 6:00 Thursday 2:00 – 4:00 Other By appointment			
Classroom Location:		DAL2 339			
Class Meeting Days & Times:		Hybrid 9:00 am – 11:50 am			
Course Catalog Description:		Marketing Management (MKTG 5150): Application of concepts, tools and procedures employed by practicing marketing managers. Specific attention is given to technology use for product development and management, promotion development and management, channel selection and management, physical distribution management, and price setting and management. Students acquire skills in the essentials of case analysis, website development and written as well as oral presentation of their analysis. Oral presentations may be made using electronic media. Individual work and/or team work may be required.			
Prerequisites:		Prerequisite(s): MKTG 3650 or 5000 ; ACCT 5020 ; or consent of the department.			
Required Text:		Required text : Roberts and Zahay, <i>Internet Marketing, Integrating online and offline strategies, 3^d edition.</i> Southwestern Cenange learning . ISBN: 978-1-133-62590-2 <i>NOTE: The text must be purchased 1st week of class.</i>			
Access to Learning Resources:		UNT Dallas Library: phone: (972) 780-3625; web: http://www.unt.edu/unt-dallas/library.htm UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: 1012mgr@fheg.follett.com			
Course Goals or Overview: This course has been structured to help you understand the rapidly changing field of Internet Marketing that is timely and relevant. You will learn how to integrate offline and online strategies and media plans. You will learn					
<ol style="list-style-type: none"> 1. Concepts related to Marketing strategy and online marketing 2. Be able develop a website, and strategies related to: <ul style="list-style-type: none"> - Affiliate marketing - Email marketing - Social Media - Business Models - Consumer Acquisition & Retention - Measuring and Evaluating Web Marketing Programs - Social and Regulatory issues 					

	- Mobile Marketing
3.	Be able to understand how offline and online marketing strategies interact to influence firm performance
4.	Be able to make decisions that create better integration between how offline and online marketing strategies so as to improve firm performance
Learning Objectives/Outcomes: At the end of this course, students will be able to:	
1	Understand the foundations of the Marketing communications mix and Internet Marketing
2	Demonstrate the ability to design Business Models and strategies
3	Understand the Internet value chain
4	Be able to develop and use essential Internet marketing tools
5	Understand concepts related to online branding and video marketing
6	Be able to create effective customer acquisition techniques
7	Be able to create effective email marketing techniques to build consumer and business relationships
8	Understand search marketing techniques: SEO and PPC
9	Be able to design effective social media marketing strategies
10	Understand Lead generation and conversion in B2B Markets
11	Be able to design and maintain effective websites
12	Understand and implement effective evaluation programs
13	Be able to evaluate and measure effective marketing programs
14	Understand social and regulatory issues

Online/Hybrid Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Oct 22	<p style="text-align: center;"><i>Meeting on campus</i></p> <p style="text-align: center;"><i>Introduction to course and requirements</i> <i>Website basic information</i> <i>Niche research</i> <i>Videos:</i> http://drisaurafloresclasses.com/</p>	Introduction
Oct 24-29	<p style="text-align: center;"><i>On-line work</i></p> <p style="text-align: center;">Chapter 1: <i>Internet Marketing as part of the Marketing Communications Mix</i> Chapter 2: <i>The Internet Value Chain</i> Chapter 3: <i>Business Models and Strategies</i> Chapter 4:</p>	Chapters 1-4

	<p><i>The direct Response and Database Foundations of Internet Marketing.</i></p> <p><u>Assignments:</u> <i>Niche research paper due & Chapter review paper due</i></p>	
Oct 31- Nov 5	<p style="text-align: center;">On-line work</p> <p style="text-align: center;">Chapter 5: <i>Online Branding and Video Marketing</i></p> <p style="text-align: center;">Chapter 6: <i>Display Advertising and Other Customer Acquisition Techniques</i></p> <p style="text-align: center;">Chapter 7: <i>Email Marketing to Busil Consumer and Business Relationships</i></p> <p style="text-align: center;">Chapter 8: <i>Search Marketing: SEO and PPC</i></p> <p><u>Assignments:</u> <i>Chapter review paper due</i></p>	Chapters 5-8
Nov 12	<p style="text-align: center;">Meeting on campus</p> <p style="text-align: center;">Mid-term Exam Chapters 1-8 <i>Business Models review</i></p>	Test
Nov 14 - 19	<p style="text-align: center;">On-line work</p> <p style="text-align: center;">Chapter 9: <i>Social Media Marketing</i></p> <p style="text-align: center;">Chapter 10: <i>Lead Generation and Conversion in B2B Markets</i></p> <p style="text-align: center;">Chapter 11: <i>Customer Relationship Development and Retention Marketing</i></p> <p style="text-align: center;">Chapter 12: <i>Developing and Maintaining Effective Websites</i></p> <p><u>Assignment:</u> <i>Business model paper due & Chapter review paper due</i></p>	Chapter 9 -12
Nov 21 - 26	Thanksgiving	Holiday

Nov 28 – Dec 3	<p style="text-align: center;"><i>On-line work</i></p> <p style="text-align: center;">Chapter 13: <i>Customer Service and Support in Web Space</i></p> <p style="text-align: center;">Chapter 14: <i>Measuring and Evaluating Web Marketing Programs</i></p> <p style="text-align: center;">Chapter 15: <i>Social And Regulatory Issues: Privacy, Security and Intellectual Property</i></p> <p style="text-align: center;">Chapter 16: <i>Mobile Marketing and Related developments</i></p> <p style="text-align: center;"><u>Assignments:</u> <i>Chapter review paper due</i></p>	Chapter 13 -16
Dec 10	<p style="text-align: center;">Final Presentations <i>Final Website presentation</i> <i>Presentation & discussion</i></p> <p style="text-align: center;">Final Test: All Chapters</p>	Final Presentation and Final Test

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Grading Matrix:

Instrument	Value (points or percentages)	Total
Niche research assignment (<i>Paper</i>)	10 points (Paper & Presentation)	10
Business Model (Paper and Presentation)	10	10
Mid Term Exam	20	20
Chapter reviews (Paper and Presentation)	4 papers 5 points each	20
Final Presentation	10	20
Final Exam	20	20
Total:		100

Grade Determination:

- A = 90 – 100 pts;
- B = 80 – 89
- C = 70 – 79
- D = 60 – 69

F = less than 60

Niche research

This paper will consist of 3-4 pages explaining selected niche to work during the semester. Please review attached document

Business Model Paper

This paper will consist of 1-2 pages explaining selected business model based on class review to work during the semester. Please review attached document

Exams

Examinations will consist of mid-term and a final. All will be administered in campus during scheduled class time. Each exam will consist of multiple choice and possible some essay/discussion questions. Make-up exams will be given to students who provide an authorized absence from the Dean of Students or who otherwise provide acceptable proof of absence.

Final Presentation

Students will complete a website using a niche and selected business model and write a paper about it. During the semester, I will provide guidelines to complete this task and a final presentation will be due during final presentations date. Videos and creative work are highly recommended. There is no right or wrong related to a presentation. The papers will be graded on the marketability of the business idea, innovation and creative presentation.

The following is a suggested format for your paper:

- I. Cover page (Format provided)**
Include class name, professor, website/company name and your name
- II. Executive summary**
A 1-2 page summary of paper content
- III. Body**
Prepare a paper including all sections describing website pages and how will this impact to the website design (selected)
- IV. References**

All assignments:

Papers should be double-spaced and typed with 1" margins (top, bottom, right, and left). Type size should not be larger than 12 pt. Papers will be submitted by the due date. Be sure to

proofread your paper carefully. Grammar, punctuation and spelling errors will adversely affect your grade, please request help at writing center if needed.

IMPORTANT:

No late papers, no exceptions unless prearranged with the professor.

University Policies and Procedures

Students with Disabilities (ADA Compliance):

Chapter 7(7.004) Disability Accommodations for Students

The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untDallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at UNTDisability@untDallas.edu or at Building 2, room 204.

Blackboard Learn Accessibility Statement:

University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. Blackboard Learn course management system's accessibility statement is also provided: <http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx>

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Student Evaluation of Teaching Effectiveness Policy:

Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: (According to the instructor's discretion while working in concert with the division/program's guidelines).

Exam Policy: (Online exams and the ability to retake is solely at the instructor's discretion). **NOTE:** Online exams may be proctored on campus per instructor's discretion.

Academic Integrity:

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity

at http://www.untDallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf for complete provisions of this code.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Web-based Plagiarism Detection: Please be aware in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Classroom Policies

Online Attendance and Participation:

The University attendance policy is in effect for this course. Class attendance in the Blackboard classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Blackboard, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to <http://www.untDallas.edu/registrar> for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course

Inclement Weather and Online Classes: Online classes may or may not be effected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

Online "Netiquette:

In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, Discussion Board messages and/or any other forms of written communication in the online environment should use proper "netiquette" (i.e., no writing in all caps (usually denotes yelling), no curse words, and no "flaming" messages (angry, personal attacks).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography of any kind.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University's policies and procedures. Refer to the Student Code of Student Rights Responsibilities and Conduct at <http://www.untDallas.edu/osa/policies>. Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

Diversity/Tolerance Policy:

Students are encouraged to contribute their perspectives and insights to class discussions in the online environment. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

Technology Requirements: In order to successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements.

Blackboard Learn 9.1 is the platform software for this course. Blackboard Learn supports major web browsers such as Windows Internet Explorer, Apple Safari, Mozilla Firefox, and Google Chrome. However, since the latter two are updated continually, some recent versions may not be compatible. If you experience difficulty accessing or using components of the course, try using Internet Explorer. Also, no matter what browser you use, always enable pop-ups. For more information see:

- <http://www.untdallas.edu/dlit/ecampus/requirements>
- https://help.blackboard.com/en-us/Learn/9.1_SP_12_and_SP_13/Student/040_Browser_Support_for_SP_13
- https://learn.unt.edu/bbcswebdav/institution/BrowserCheck/check_full.html