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Clow Faculty 108

MKT 463 -- Internet Marketing Spring 2006

Required Material: *Internet Marketing: Integrating Online and Offline Strategies* (Roberts, 2002)
online syllabus: <http://mba.uwosh.edu/sy1463.htm>

Click here for a video introduction to the [course](#). (note: each exam requires writing on 3 of 5 essay questions of your choice). If you do not see the video, before you begin, you need to download the free Real Player at: http://forms.real.com/netzip/getrde601.html?h=software-dl.real.com&dc=129128127&f=windows/RealPlayer10-5GOLD_bb.exe&p=RealOne+Player&oem=dlrhap_bb&tagtype=ie&type=dlrhap_bb

Background and Format of the Course

Although the development of the Internet as a medium of communications and a transactional channel is still in its early stages some important realities are becoming clear. Among the important ones are:

- The Web changes many aspects of conventional economic wisdom.
- It provides marketers with several important capabilities not present in most other media including interactivity and measurability.
- Marketing programs and business enterprises that integrate activities in the physical and cyber worlds have the best chance of success.
- Above all, the Internet has not abolished the need for thorough business planning and meticulous execution.

This course will present a strategic perspective on these issues and more.

This is a marketing strategy course. It does, however, involve some hands-on applications of the technology, but it does assume a user-based understanding of the Web and associated information technology and the ability to use the Internet for research purposes.

Content and Skills Objectives

1. To explore the strategic and operational aspects of information-based marketing programs on the Internet:

- a) for a variety of products and services
 - b) in both consumer and business markets
 - c) in countries around the globe
 - d) using integrated marketing strategies that include the Web as either an informational or a transactional medium or both
2. To understand the nature of the marketing and technological infrastructure required to support Internet marketing activities.

Course Evaluation

Two tests (essay and multiple-choice) will be administered. You can prepare essay questions in advance (e.g. outline), which are available at the end of each online chapter; I will offer 5 on each exam and you can choose three to write upon. You can practice for multiple-choice questions by answering the sample questions also available at the end of each online chapter. Each test will be worth 100 points. Also, there will be an internet strategy analysis of an organization (preferably local) or strategic business unit of a larger organization, which will be worth 200 points.

Tests:	200 points
Project	200 points
Total:	400 points

Project

For the project, please download the following documents:

http://mba.uwosh.edu/radical_downhill.doc

http://mba.uwosh.edu/emarketing_plan.pdf

http://mba.uwosh.edu/web_marketing_checklist.pdf

http://mba.uwosh.edu/keyword-research-guide_plan.pdf

http://mba.uwosh.edu/keyword-research-guide_plan.pdf

<http://mba.uwosh.edu/12design41156.pdf>

http://mba.uwosh.edu/web_analytics.pdf

Follow the plan as indicated in the first two documents

Powerpoint

Copies of powerpoint lectures are available on the Clow server. You may access them from the Student\SOFT\Shared\28-463-Marks directory. I suggest printing them out in slide sorter view, given the speed (or lack thereof) of the Clow printers. That way, you will have them available for class lectures.

Schedule of Assignments

<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
January 30	Introduction: Marketing on the Internet http://mba.uwosh.edu/inet1/inet1_.htm Submit Company for Team Strategy Paper, at end of syllabus 2/10	Chapter 1
Feb. 6	The Internet Value Chain http://mba.uwosh.edu/inet2/inet2_.htm	Chapter 2
Feb. 13	Internet Business Models http://mba.uwosh.edu/inet3/inet3_.htm http://mba.uwosh.edu/inet4/inet4_.htm E-Market Situation Analysis due 2/18	Chapters 3 & 4
Feb. 20	The Direct-Response Foundations http://mba.uwosh.edu/inet5/inet5_.htm External Analysis and E-Marketing Research Analysis due 2/25	Chapter 5
Feb. 27	Understanding the Internet Consumer http://mba.uwosh.edu/inet6/inet6_.htm Online Target Market(s) and Profile(s) due	Chapter 6
March. 6	Customer Acquisition and Branding http://mba.uwosh.edu/inet7/inet7_.htm http://mba.uwosh.edu/marketing levers_files/frame.htm http://mba.uwosh.edu/austin powers_files/frame.htm http://mba.uwosh.edu/lord of the rings_files/frame.htm	Chapter 7
<u>Test 1, Chapters 1-7</u>		
SPRING BREAK		
March 20	Customer Relationship Management http://mba.uwosh.edu/inet8/inet8_.htm Online marketing and promotion/advertising objectives due	Chapter 8

March 27	Effective Web Sites http://mba.uwosh.edu/inet9/inet9 .htm Online branding concepts/objectives due	Chapter 9
April 3	Evaluation http://mba.uwosh.edu/inet10/inet10 .htm online product/price/distribution strategies due	Chapter 10
April 10	Customer Service and Support http://mba.uwosh.edu/inet11/inet11 .htm Sales projections/budgeting due (<i>limited detail needed</i>)	Chapter 11
April 17	Leveraging Marketing Knowledge http://mba.uwosh.edu/inet14/inet14 .htm e-commerce marketing strategy & e-advertising due	Chapter 14
April 24	The Wireless Future http://mba.uwosh.edu/inet15/inet15 .htm e-Sales promotion & public relations due	Chapter 15
May 1	Social and Regulatory Issues Building Customer Interface http://mba.uwosh.edu/intet12/inet12 .htm e-direct marketing & database strategies/viral marketing due Social & Regulatory continued]	Chapters 12 & 13
May 8	http://mba.uwosh.edu/inet13/inet13 .htm Due: Internet Strategy Analysis <u>Test 2 Chapter 8-15</u>	

Selected sources of secondary data for company and industry are: 1. internal company data; 2. the following internet sites:

<http://fcke.fastcompany.com/fullfcke.html?cid=169>

<http://www.census.gov/datamap/www/55.html>

General Company, Industry, & Geographic Information

[Hoover's Online](#)

Timely and detailed information on more than 50,000 public and private companies.

[Galileo Internet Resources](#)

A listing of company directories and other competitive analysis sites on the Internet.

[Michigan State University's MSU-CIBER](#)

U.S. and international news and periodicals, statistical data and information resources, international trade information, company directories, and much more.

[Corporate Information](#)

Provides U.S. and international company information, including research reports, company profiles, earnings information, and analyst reports.

[Public Record Databases](#)

Private company resources, compiled by Pacific Information Resources Inc.

[Investigative Resources International](#)

Links to searchable databases and research sites, including newspapers, journals, NGOs, privacy & security information, open source records, public agencies, legal information and more.

[U.S. Census Bureau](#)

A wealth of information on everything from state demographics to average sales of businesses in your community to stats compiled in the 1997 Economic Census.

[Federal Statistics](#)

The gateway to statistics from over 100 U.S. federal agencies.

News Feeds & Services

[NewsAlert](#)

[PR Newswire](#)

[InfoBeat](#)

Legal & International Information

[Cornell Law Library](#)

Links to the text of laws and court decisions, international documents, directories, trade information, and statistics.

[The Guide to International Trade Law Sources on the Internet on LLRX.com](#)

A guide to sources for international trade.

Corporate Annual Reports & Financial Information

[Global Reports](#)

Search more than 500,000 annual reports from 40 countries.

[Barron's Annual Report Service](#)

A service that gives you access to annual reports, for select companies, provided by World Investor Link and Barron's Online.

[Spring 2004 SEG's Edgar Database](#)

Internet Marketing

A database of annual and quarterly reports of all publicly traded companies.

State-Specific Data

<http://mba.uwosh.edu/bkovrvw.htm>

<http://hbs.edu/applegate/bizingo3/>

<http://www.sec.gov/index.html>

<http://iws.ohiolink.edu/companies/maincontentwindow.htm>

<http://www.fuld.com/i3/index.html>

<http://www.edgar-online.com/>

<http://chinamkt.baf.cuhk.edu.hk/dcm/syllabus/9697/lf.htm/>

<http://www.census.gov/datamap/www/55.html>

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[Michigan State University's MSU-CIBER](#)

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[CorporateInformation](#)

Provides U.S. and international company information, including research reports, company profiles, earnings information, and analyst reports.

[Company Sleuth](#)

Monitors up to 50 companies for you -- for free.

[Public Record Databases](#)

Private company resources, compiled by Pacific Information Resources Inc.

[Investigative Resources International](#)

Links to searchable databases and research sites, including newspapers, journals, NGOs, privacy & security information, open source records, public agencies, legal information and more.

[U.S. Census Bureau](#)

A wealth of information on everything from state demographics to average sales of businesses in your community to stats compiled in the 1997 Economic Census.

[Federal Statistics](#)

The gateway to statistics from over 100 U.S. federal agencies.

Industry Research:

<http://www.yahoo.com> Type in "industry Outlook" in search window

<http://www.hoovers.com/industry/snapshot/index/0,3517,277,00.html> (industry snapshots)
<http://www.hoovers.com/sector/0,2187,73,00.html> (industry sectors)
<http://www.fuld.com/i3/index.html>
http://www.wetfeet.com/asp/industries_atoz.asp

News Feeds & Services

[NewsAlert](#)

[PR Newswire](#)

[InfoBeat](#)

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[Cornell Law Library](#)

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[Barron's Annual Report Service](#)

A service that gives you access to annual reports, for select companies, provided by World Investor Link and Barron's Online.

[SEC's Edgar Database](#)

A database of annual and quarterly reports of all publicly traded companies.

State-Specific Data

[State Data Center Program](#)

A cooperative program between the states and the Census Bureau. The Business and Industry Data Center Program also found here is intended to meet the needs of local business communities for economic data.

Country Information

[International Data Base](#)

Statistical tables of demographic and socioeconomic data for 227 countries and areas of the world.

[Internet Public Library Regional & Country Information Resources](#)

Resources related to a specific nation or region, including topics such as geography, modern-day history and current events, directories, maps, national libraries, and general reference sites.

[International Finance Corporation Research Page](#)

Research economic information and links on developing countries, from the International Finance Corporation, a member of the World Bank Group.

Industry Associations

[List of Industry Associations](#)

Inc.com's compilation of links to industry associations.

[American Society of Association Executives](#)

Information on associations in a variety of industries.

A Few Fee-Based Research Services

Market Research and Reports:

[Forrester Research](#)

[Jupiter Research](#)

[Gartner](#)

Additional research resources:

[Electric Library](#)

For a small fee, search the contents of newspapers, magazines, television, and radio transcripts for stories of interest to your company.

[Dun & Bradstreet](#)

Credit reports and other financial information. Reports include information on specific companies including amount of sales, number of employees, types of customers, ownership, loans, liens, and judgments. You can order reports online for a fee, or sign up to use the service regularly.

[Lexis-Nexis](#)

One of the most well-know resources for information searches of all kinds – includes searchable access to over three billion documents from thousands of sources.

Appendix-B: Professionalism Statement from your Marketing Professors

GUIDELINES AND EXPECTATIONS FOR MARKETING MAJORS

Below are some guidelines and expectations from your Marketing Professors. We hope they help clarify our expectations. See Professor Ron Marks if you have questions. Dr. Marks is currently the Marketing Team Leader and therefore he coordinates administrative material for the Marketing Professors.

ATTENDANCE EXPECTATIONS

The Marketing Professors believe that when students miss class, they are not available to share their insights and help develop discussion. They are also not exposed to the “un-scripted” discussions and comments that invariably pop up in most classes. As such they lose out on the richness and perspective that is so important to truly understand how business works. We want our students to possess the insights and dimensionalities gained from the class discussions.

As a general suggested guideline, when professors take attendance, 2%-5% of the total semester possible points will be deducted for each unexcused absence. Excused absences may include participation in all-university events and emergencies, provided appropriate documentation is submitted in a timely manner by the student who is absent. Your

professor has the right to adjust this policy, for example excusing one non-emergency absence. See your syllabus to determine specific policies that apply to your class.

Missing part of a class multiple times may be treated as an absence. To illustrate, missing part of class four times may equate to two absences. See your syllabus to determine specific policies that apply to your class.

Professors are expected to tailor these guidelines for specific classes. A few examples are below and are provided simply to illustrate:

1. A class that meets three times per week might have policies that differ from a class that meets one or two times per week.
2. In classes where attendance is taken less frequently, each absence might have a higher penalty.
3. Class attendance may be worth more on days when guest speakers are scheduled to attend class, or on days where student presentations are scheduled.
4. During interim classes, one day equates to one week of a 14-week course. So attendance may be more heavily weighted for interim classes.

PROFESSIONAL CONDUCT EXPECTATIONS

Student leaders developed a COBA Code-Of-Conduct that revolves around five issues. We encourage you to review the student-developed document, which is available in the main college office (ask for the R.E.A.C.H. document). The five issues are listed below, along with example ideas to illustrate how we expect these ideas to translate into actions.

1. **RAISE THE BAR.** Stretch yourself – work on challenging projects and do more than the minimum. Attend professional meetings and read material aimed at professionals.
2. **ENGAGEMENT.** Come to class prepared. Ask questions during class. Encourage others in your class to ask questions. Work on assignments when you get them rather than waiting until they are due.
3. **ATTITUDE.** Show energy and initiative. Be constructive, so offer suggestions during the semester. Take responsibility for failures as well as successes.
4. **COURTESY.** Pay attention during class and minimize side conversations. Examples of not paying attention include sleeping, reading non-class material, working on homework, and starting to pack up and leave before class is over. Turn off cell phones during class. If your professor invites home-phone-calls, call at a reasonable hour.

5. **HONESTY.** Make sure authorship of work is accurately reported. If two sections of a class are held at different times, do not share information about exams between sections. Failure to comply with honesty is quite serious and may result in being removed from the university, although a more common result is being failed out of the course in which the cheating occurred. We encourage you to consult university policies so you are clear about what constitutes cheating.

GRADE EXPECTATIONS

For an Introduction to Marketing class, the class GPA ranges from 2.4 to 2.6. For upper level marketing classes, the class GPA ranges from about 2.6 to 2.9. Some variation will exist across classes with respect to grades, but this variation should be fairly small.

We believe elevated performance comes in tandem with elevated effort. But please understand that when grading, we grade performance rather than effort.

When grading papers, we examine your ideas, but also the clarity and accuracy of how you present these ideas. So grades will be higher among papers where spelling and grammar are correctly applied, where tables are clearly formatted, and so on. See your syllabus to determine specific policies that apply to your class.

MISCELLANEOUS EXPECTATIONS

Below are additional ideas. As always, confer with your professors to determine which ideas are more critically applied to specific classes.

1. A three credit hour class may entail about six hours of work per week outside of class. So be prepared. If you carry a 15-credit load, this may mean 45 hours per week (15 in class plus 30 out of class) plus logistics time.
2. The academic semester includes some time off, including time around Thanksgiving and spring break. This time-off becomes a trap for some students, who take more than the allotted time off. Avoid this trap.
3. In some courses very little in-class time is spent reviewing assigned reading material. You have a responsibility to read and ask questions if you wish, but do not be surprised if exams test topics covered in assigned readings but not covered in class.
4. Expect a lot of your exams to be comprehensive in nature. Exams in some upper-level classes will even test knowledge gained from prerequisite classes. So keep your Introduction to Marketing book!
5. If you experience difficulties in a class, see your professor as soon as possible. Some problems can be fixed... so confront potential problems head-on and without delay.

6. Occasionally a class period is devoted to project time, for example where you work with your group during class. Make sure you bring materials you need so you are ready to get to work.
7. Expect a lot of group work in upper level courses. Scheduling team meetings can be a problem, particularly if you work a lot outside of school. Just plan for an increased amount of time needed for group projects in upper level courses.
8. Just like in business, communication is incredibly important. We expect you to check university email frequently during the week. If you send us an email that contains a question, it might help to include your phone number because answering some questions requires discussion. Sometimes an in-person visit or phone call is much more appropriate than an email. And when working on a team project, an email to your professor should include a copy sent to all team members.

Soon you will be alumni. At that time you may have the opportunity to hire our students, sponsor scholarships, and guest speak. We expect many of you will participate actively as alumni. Think about how great it feels to land a good internship. Return the favor someday to another student. This is more long-term than you are ready to consider right now. But realize this is part of what we expect.

Internet Strategy Analysis

Names:

e-mail Address

The Internet marketer we plan to study is:

What are the major sources you plan to use for your research?

Date Submitted

Date Approved