

**Texas A&M University Central Texas (Fall 17)**  
**MKTG 4389 – Internet Marketing**  
**Monday and Wednesday 1:00 P.M. – 2:15 P.M.**

**INSTRUCTOR AND CONTACT INFORMATION**

**Instructor:** Tyson Ang, Ph.D.

**Office:** FH 318 E

**Office Phone:** 254-519-5758

**Department Phone:** 254-519-5437

**Email:** [Tyson.ang@tamuct.edu](mailto:Tyson.ang@tamuct.edu) (best way to reach me)

**Office Hours:** Mon and Wed, 11a.m. – 1p.m. & 2:30p.m. – 3:30p.m. (or by appointment)

**Location:** FH 309

**Course Web Page:**

(All announcements, assignment instructions, course materials, and grades will be posted on Canvas)

Required Textbook, Software, and Licenses:

**This course uses digital textbook and simulation that can be purchased at**

<http://bit.ly/MKTG4389>

Supplemental Textbook and Reading:

**e-Marketing 5<sup>th</sup> eds. (I will post it on Canvas under “Week 1”)**

**\*\*additional readings and cases will be announced during class\*\***

**COURSE INFORMATION**

**Course Catalog Description:**

The Internet is a dynamic marketplace where people interact, socialize and share contents with each other's. This class will give you the theoretical and practical understanding of the internet marketplace necessary for one to adapt to its many changes.

**Course Overview and Description:**

The internet as a global communications medium has become one of many integral parts in business transaction recently. As more and more people have access to internet, firms have to find some way to reach and to connect with them. Just like traditional broadcast and print media in the past, internet especially social media has slowly become inseparable part of our life. Among the important realities of the Internet as a business medium/channel are:

1. It provides marketers with several important capabilities not present in most other media including **interactivity and measurability**.
2. **Social media** have rapidly assumed a preeminent role on the Internet.

3. **Mobile communications** are the norm for many people and provide another important **channel for marketers**.
4. Firm must integrate activities in **the physical and cyber worlds** in order to be successful.
5. **Changes and innovations** are the norm in Internet space.

### Course Objective:

Students who successfully complete this course will understand and be able to implement the following:

1. *Web Building and Design & Landing Page Optimization* – Understand and be able to build and design web in such a way that the webpage will create optimal amount of traffic.
  - (Week 2 and 3; Assessed by exams, quizzes, assignment, expert session and Mimic Pro Simulation)
2. *Search Engine Optimization* – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.
  - (Week 6, 7, and 8; Assessed by exams, quizzes, expert session and Mimic Pro Simulation)
3. *Search Engine Marketing* – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign's conversion rates.
  - (Week 6, 7 and 8; Assessed by exams, quizzes, expert session and Mimic Pro Simulation)
4. *Online Advertising* – Understand the various methods of online display advertising. Create an online display ad campaign and measures its ROAS (return on ad spend).
  - (Week 9; Assessed by exams, quizzes, case write-up, and Mimic Pro Simulation)
5. *Web Analytics* – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an eCommerce website based on the conversion funnel.
  - (Week 4; Assessed by exams, quizzes, and Mimic Pro Simulation)
6. *Email Marketing* – Understand and implement best practices in marketing to a database of current and potential customers via email.
  - (Week 11; Assessed by exams, quizzes, expert session and Mimic Pro Simulation)
7. *Social Media* – Utilize knowledge of social media tactics to design an effective social media campaign.
  - (Week 12 and 13; Assessed by exams, quizzes, case write-up, expert session and Mimic Pro Simulation)
8. *Reputation Management* – Implement online reputation management tactics to improve the online reputation of a brand.
  - (Week 14; Assessed by exams, quizzes, and Mimic Pro Simulation)

Throughout your learning process in this class, you will have to apply the vocabularies and concepts into a real-world situation through Mimic Pro Simulation. By completing this simulation, you will be able to perform the following:

- Write targeted ads
- Perform strategic keyword research
- Create high converting landing pages
- Measure KPIs (key performance indicators)

- Review historical data and decide on the best campaign decisions
- Create and distribute email marketing

And to do all of the above in ways that are applicable to B2C and B2B firms, non-profit organizations, and public agencies that are both of broad interest to all and of specific interest to each individual.

## **COURSE REQUIREMENTS**

### **Class Format:**

The classroom sessions are a combination of lectures, discussion, and experiential learning. To facilitate effective utilization of the lecture time and the time of your classmates, you are required to read the chapters *before* they will be covered in class. Sometimes you may not fully understand the concepts explained in the text, but nevertheless you are expected to read *before* you attend the class.

### **Task and Grading:**

<b><u>Total Point Schedule</u></b>	<b><u>POINTS</u></b>
1. In-class exams	400
2. Mimic Pro Project	250
3. Case Write-up	200
4. Expert Session Quizzes and Write-up	100
5. Website Design and LPO Assignment	50
6. In-Class Quizzes	50
7. Attendance and in-class participation	50
Total points	
	1000

### **Grading**

Here is the grade breakdown:

- 90% - 100% = A
- 80% - 89.9% = B
- 70% - 79.9% = C
- 60% - 69.9% = D
- <60% = F

### **Exams (3 @100 pts) :**

There will be four non-cumulative exams during the semester, based on the readings, lecture and discussions in class, and assignments. Questions will focus on your understanding of internet marketing vocabulary and concepts and your ability to apply these concepts to real-world problems.

Exams must be taken during their scheduled class period. If you must miss an exam for a *documented, university-approved* reason, **contact me before as soon as possible (must be before the day of the exam) to make other arrangements.** Only documented university-approved absences will be accepted – if you miss an exam for any other reason, no “make-ups” will be allowed and you will receive a grade of “0” for the exam.

If you are late for an exam, one of the two situations will occur:

- (1) After the first student has submitted his/her exam: receive a grade of “0” for that exam;
- (2) Before the first student’s submission: can still take that exam but NO extra time.

Note: Examples of valid university-approved absences include: (1) participation in an approved, official University activity (e.g. athletics, debate, AMA conference, etc); (2) confined under doctor’s orders; (3) granted leave of absence from university for reasonable cause by an academic dean (Dr. Larry Garner). All approved absences require proper documentation, including absences for medical reasons. All absences must be approved by the instructor prior to the class session that will be missed, except for medical emergencies (however, note that medical emergencies still require documentation.)

### **Mimic Pro Group Project (250 pts):**

A team of two/three students will complete eight rounds of an Internet Marketing Simulation called Mimic Pro. Students will learn various internet marketing knowledge such as search engine optimization (SEO), website review, email marketing, and ad campaign.

Below are the criteria for the grade of this projects:

- 1) Each round performance (6 @25 pts)
  - a. 50% is total profits
  - b. 20% is improvement (round 1 - round 6 improvement in ROI)
  - c. 15% is participation (total ads written, landing pages created, etc.)
  - d. 15% is reach (total ad impressions, total email, etc)
- 2) Final presentation (70 pts)
- 3) Peer Evaluation (30 pts)

### **Case Write-up (2 @ 100 pts):**

There will be two cases that you have to read and write a report for this class. Your cases can be accessed through Canvas.

### **Expert Session Quizzes and Write-up (5 @ 100pts):**

There will be five expert session video that you must watch. Once you watched the video, you must completed the quiz on Canvas and write one page paper (I will post the instruction for this later).

### **Website Building & Design and LPO Assignment (2 @ 25 pts):**

There will be two assignment due in this class (Website Building & Design and Landing Page Optimization). I will post the instructions online.

**In-Class Quizzes (5 @ 10 pts):**

There will be five quizzes over the textbook chapters. Please look at the schedule for the quiz time.

**Attendance and In-Class Participations (50 pts):**

Class attendance is a necessary, especially given the rigor of this course. However, attendance is **not** sufficient for good participation. You are expected to be **active contributors** to the classroom experience. (Merely showing up for work, but not contributing anything to the organization, generally would not be considered acceptable behavior in the real workplace.)

In addition to arriving on time for every class, you should plan to be prepared for class by reading all assigned chapters and materials in advance and to contribute to in-class discussions and ask questions when concepts are not clearly understood. During the semester, we will be doing a number of in-class activities involving the application of important concepts, and you should fully engage in those activities. By missing a class session, you are at risk of missing a class activity. **No “make-ups” of missed class activities will be allowed.**

Finally, the participation grade will be affected by the student’s **professionalism** in and out of class including working appropriately with other team members, department staff, and the professor. (See next section on Classroom Policies to understand what professionalism refers to.)

**CLASSROOM POLICIES:**

I expect you to treat this course *like a job*: Be **professional** in your speech, your writings (including email), and your behavior; be on time; and be prepared.

Prior to Class:

The format of this class necessitates participation and preparedness on the part of the student. You **must** read all materials before the class to which they are assigned.

During Class:

As a member of this class, you are invited to think, question, disagree and offer alternatives. That is part of the academic experience, as well as part of learning to be a contributing, critical thinker in any professional setting. However, my expectation is that you will behave **professionally and courteously** toward another student and the professor, and respect the rights of others at all times. Failure to do so will result in being un-enrolled from the course.

Most of you are or will be working **in a corporate setting**. It may be helpful in preparing you for that experience to think of class as a business setting. That means:

- You don’t ever simply fail to show up for work in a corporate setting. You can’t decide you’re just “not interested” in going to work today. You have to arrange in advance for

time off for valid reasons (such as attending a relevant business conference) or let your manager know if you are too ill to be in the office. You would never schedule vacation during a critical work project – that means that while you’re in school you should schedule vacations between semesters or on approved university holidays, not during the semester.

- If you needed to miss a business meeting, you would inform your manager in a courteous manner and make arrangements with a colleague to fill you in on what you missed.
- You would never ask your manager if “anything important” were likely to happen at the meeting you are not attending. To do so implies that you believe meetings with your manager and colleagues are generally unimportant.
- You would never show up to a meeting empty handed, without bring any materials you might need – including the means to take notes (pen and paper or laptop), as well as any materials that were distributed in advance by your manager that will be referred to during that meeting.
- You would use the bathroom before the meeting.
- You would avoid being late, walking out in the middle of the meeting for any reason, or leaving early.
- You would turn off your cell-phone to avoid disturbing the meeting and would never take a call during a meeting.
- You would not use your cell phone to text or Facebook during the meeting. You would not surf the internet or read/send email on your laptop during the meeting. You would not read a newspaper or work on tasks unrelated to the meeting. Doing any of these is rude, disruptive, and unprofessional.
- You would avoid whispering and laughing with the person sitting next to you. You would listen attentively, take notes, and manage your face and posture to convey interest and competence.
- You would avoid interrupting people or being rude in any way.
- You would wait until after the meeting to discuss special accommodations for your personal situation.

### **Why should you avoid these behaviors?**

**Because doing any of these things reflects badly on you!**

Deviations from student expectations will affect your class participation grade. If it appears to me that you are particularly unprepared for class or are failing to meet the basic requirements of course etiquette, I reserve the right to ask you to leave the room.

#### **EMAIL ETIQUETTE:**

When communicating via email, be sure to follow the email etiquette standards:

- (1) Begin your message with a greeting,
- (2) Formally address the person you are emailing (e.g., Dr. Ang),
- (3) Identify yourself and state the purpose of your email, and
- (4) Add a signature, including your name and contact information.

***Continued enrollment in this course indicates agreement with these policies.***

## **OTHER IMPORTANT INFORMATION:**

### **Late Work:**

My experience with teaching university students suggests that, on average, 10 to 15 percent of the class will attempt to turn in assignments later than the time specified. Many reasons are given for late work (computer files corrupted, busy with the corporate job, group member issues, etc.) Trust me, I've heard them all. But no matter what the reason is, the bottom line is that either (a) the work was completed and turned in *when required*, or (b) the work was *not* completed and turned in when required.

Assignments are due on the specified due date. There is no provision for late work on assignments, unless you have a documented, university-approved reason.

Treat your classes like a job – you don't get to miss work deadlines without consequences, and in the corporate world those consequences are often much more serious than missing a grade on one class assignment. And making a reputation for yourself for completing work on schedule is a key to success in one's business career.

### **Drop Policy:**

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [https://www.tamuct.edu/registrar/docs/Drop\_Request\_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the University Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

### **Academic Integrity**

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and

expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

### **The University Writing Center**

Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 10am-5pm Monday-Thursday with satellite hours in the University Library on Mondays from 6:00-9:00pm. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) to schedule an online tutoring session. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu).

### **Access & Inclusion**

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the University's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://www.tamuct.edu/student-affairs/access-inclusion.html) webpage [https://www.tamuct.edu/student-affairs/access-inclusion.html].

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. For more information, please visit <https://www.tamuct.departments/index.php>. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and](#)



[guidelines online](#), please visit the website  
[<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

## **Tutoring**

Tutoring is available to all A&M-Central Texas students, both on-campus and online. On-campus subjects tutored include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Larry Davis at [lmdavis@tamuct.edu](mailto:lmdavis@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in over forty subject areas. Access Tutor.com through Canvas.

## **University Library**

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](#)  
[<https://tamuct.libguides.com/>].

## **Technology Requirements**

This course will use the A&M-Central Texas Instructure Canvas learning management system.

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com>].

Username: Your MyCT username (xx123 or everything before the "@" in your MyCT e-mail address)  
Password: Your MyCT password

### **Technology Support.**

For log-in problems, students should contact Help Desk Central.

24 hours a day, 7 days a week:

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

*Please let the support technician know you are an A&M-Central Texas student.*

For issues with **Canvas**, select “chat with Canvas support,” submit a support request to Canvas Tier 1, or call the Canvas support line: 1-844-757-0953, links to all are found inside of Canvas using the “Help” link.

For issues related to course content and requirements, contact your instructor.

### **911 Cellular**

Emergency Warning System for Texas A&M University – Central Texas

911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in 911 Cellular through their myCT email account.

Connect at [911Cellular](https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management) [<https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management>] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-related information, regardless of your location.

## COURSE OUTLINE AND CALENDAR

Week/ Date:	Topics	Chapters/Supplementary Readings; In-Class Activities; Assignment Deadlines
<b>Week 1</b>		
8/28	<ul style="list-style-type: none"> <li>• Syllabus and Canvas Review</li> <li>• Students Introduction</li> </ul>	
8/30	Chapter 1 – Internet Marketing Foundation	<i>Purchase both Digital Marketing Essential Textbook and Mimic Pro Simulation License (you can find the link in page 1)</i>
<b>Week 2</b>		
9/4	LABOR DAY	
9/6 (CO <sub>1</sub> )	Chapter 2 – Web Design 1	
<b>Week 3</b>		
9/11 (CO <sub>1</sub> )	Chapter 2 – Web Design 2	<b>DUE: In – Class Quiz 1</b>
9/13	<b>Expert Session 1: Landing Page Optimization (Oli Gardner / Unbounce)</b>	
<b>Week 4</b>		
9/18 (CO <sub>5</sub> )	Chapter 3 – Web Analytics 1	<b>DUE: WordPress Website Building &amp; Design Assignment</b>
9/20 (CO <sub>5</sub> )	Chapter 3 – Web Analytics 2	Assign group for Mimic Pro Project
<b>Week 5</b>		
9/25	<b>Exam 1 (Chapter 1, 2, and 3)</b>	

9/27	<b>Expert Session 2: Keyword Research 101 (George Do / LongTailPro)</b>	
<b>Week 6</b>		
10/2 (CO <sub>2&amp;3</sub> )	Chapter 4 – On-Site SEO	
10/4 (CO <sub>2&amp;3</sub> )	Chapter 5 – Off-Site SEO	<b>DUE: Landing Page Optimization Assignment</b>
<b>Week 7</b>		
10/9 (CO <sub>2&amp;3</sub> )	Chapter 6 – Paid Search 1	
10/11 (CO <sub>2&amp;3</sub> )	Chapter 6 – Paid Search 2	<b>DUE: In – Class Quiz 2</b>
<b>Week 8</b>		
10/16	<b>Expert Session 3: Paid Search Marketing (John Gagnon / Bing)</b>	
10/18	<b>Mimic Pro Simulation Introduction</b>	<b>DUE: In – Class Quiz 3 (Mimic Pro Simulation Only)</b> <b>DUE (10/20): Mimic Pro Simulation Round 1</b>
<b>Week 9</b>		
10/23 (CO <sub>4</sub> )	Chapter 7 – Display Advertising 1	
10/25 (CO <sub>4</sub> )	Chapter 7 – Display Advertising 2	<b>DUE (10/27): Mimic Pro Simulation Round 2</b> <b>DUE (10/29): Case Write-up 1 (Lego)</b>
<b>Week 10</b>		
10/30	No Class (Out for conference)	

11/1	<b>Exam 2 (Chapter 4, 5, 6, and 7)</b>	<b>DUE (11/3): Mimic Pro Simulation Round 3</b>
<b>Week 11</b>		
11/6 (CO <sub>6</sub> )	Chapter 8 – Email Marketing	
11/8	<b>Expert Session 4 : Email Marketing in Digital Age (April Mullen / Silligent)</b>	<b>DUE (11/10): Mimic Pro Simulation Round 4</b> <b>DUE: In – Class Quiz 4</b>
<b>Week 12</b>		
11/13 (CO <sub>7</sub> )	Chapter 9 & 10 – Social Media 1	
11/15 (CO <sub>7</sub> )	Chapter 9 & 10 – Social Media 2	<b>DUE (11/10): Mimic Pro Simulation Round 5</b>
<b>Week 13</b>		
11/20 (CO <sub>7</sub> )	Chapter 9 & 10 – Social Media 3	
11/22	<b>Expert Session 5 : Facebook Messenger Marketing (Molly Pittman / Digital Marketer)</b>	<b>DUE (11/10): Mimic Pro Simulation Round 6</b>
<b>Week 14</b>		
11/27 (CO <sub>8</sub> )	Chapter 11 – Online Reputation Management	<b>DUE: In – Class Quiz 5</b>
11/29	Presentation (Group 1 and 2)	<b>DUE (12/1): Case 2 (Anvil Media)</b>
<b>Week 15</b>		
12/4	Presentation (Group 3 and 4)	

12/6	Presentation (Group 5)
<b>Week 16</b>	
12/11	Exam 3 (Chapter 8, 9, 10, and 11)

\*\* The syllabus is tentative, the instructor reserves the right to make any changes throughout the semester; CO: Course Objective\*\*