COURSE SYLLABUS
Southeast Missouri State University

Department of Management and Marketing

Title of Course: Internet Marketing

Course No: MK555
Revision: Spring 2012

I. Catalog Description and Credit Hours of Course:
   An introduction to the Internet as part of a company’s marketing strategy. Students will explore Internet consumer characteristics and behavior and their effect on Web content. (3 credit hours).

II. Prerequisite(s): AD101 and MK301 with minimum grade of “C.”

III. Purpose or Objectives of the Course:

   Upon completion of this course, the student will develop:

   A. A basic overview of business strategy and how marketing fits into a firm’s business strategy.

   B. An understanding of how the Internet affects a firm’s overall marketing strategy.

   C. An understanding of how the Internet has affected and created key Internet marketing levels.

   D. A basic overview of market research with an emphasis on the effects of the Internet on marketing research.

   E. An understanding of how firms can design an optimal customer experience.

   F. An overview of key online and offline marketing levers (product pricing, communication, community, distribution, and branding).

   G. An overview of the key components of building a successful customer interface.

   H. An overview of online and offline customer metrics.

IV. Student Learning Outcomes:

   Upon completion of this course the students will be able to:

   A. identify and summarize the role Internet plays in the modern business world and everyday life.

   B. locate different online business models and explain revenue generating strategies.

   C. devise online business ideas and design online marketing strategies to generate revenues.

V. Expectations of Students:

   All students are expected to attend the course regularly and to actively participate in course discussions, activities, and presentations.
VI. **Course Content and Outline**

<table>
<thead>
<tr>
<th>Approximate Class Hours</th>
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<tbody>
<tr>
<td>12.0</td>
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<tr>
<td>20.0</td>
</tr>
<tr>
<td>13.0</td>
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</tbody>
</table>

A. Foundations

1. Introduction
2. A Digital World
3. Networks
4. Individuals Online

B. Essential Skills

1. Web Business Models
2. Online Branding
3. Usability, Credibility, and Persuasion
4. Traffic Building
5. Personalization
6. Creating Commitment
7. Innovation and the Net
8. Pricing in an Online World

C. E-Commerce

1. Internet Retailing
2. Consumer Channels
3. Business-to-Business
4. Online Research
5. Organizing for Online Marketing

Examinations and assignments/projects are embedded in the class hours for each section above.

VII. **Textbook(s) and/or Other Required Materials or Equipment:**


VIII. **Basis for Student Evaluation:**

<table>
<thead>
<tr>
<th>Course Components and Weighting</th>
<th>Undergraduate Scale</th>
<th>Graduate Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Multiple Quizzes (BSBA 1, 4, 5; MBA 2, 3, 4)</td>
<td>50%</td>
<td>40%</td>
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<tr>
<td>B. Individual Discussion Forums (BSBA 1, 4, 5; MBA 2, 3, 4)</td>
<td>25%</td>
<td>15%</td>
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<tr>
<td>C. Final Comprehensive Exam (BSBA 1, 4, 5; MBA 2, 3, 4)</td>
<td>25%</td>
<td>15%</td>
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<tr>
<td>D. E-commerce Marketing Plan (MBA 2, 3, 4)</td>
<td>0%</td>
<td>30%</td>
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**Graduate Students – Additional Requirements:**

A. It is expected of the graduate students to exhibit higher level of comprehension and analytical reasoning in their written assignments

B. Graduate students will be required to complete an individual research – based term project in addition to the other course requirements.