

# COURSE SYLLABUS

<b>Course Title:</b>	Internet Marketing		<b>Date submitted:</b>	Spring 2014 (AAC: 14-26)	
<b>Department:</b>	Business & Technology				
<b>Curriculum:</b>	e-Commerce Option				
<b>Course Descriptors:</b> Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	<b>Course Code:</b> (eg. ACC 101)	BMK*216	<b>Prerequisites:</b>		
	<b>Course Type:</b>	L/D	C- or better in Principles of Marketing (BMK*201)		
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: Internship M: Seminar P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio				
	<b>Elective Type:</b>	G			
	AH: Art History E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science				
	<b>Credit Hours:</b>	3	<b>Corequisites:</b>		
	<b>Developmental:</b> (yes/no)	No	Web Design and Development (CST*150), or permission of Department Chair		
	<b>Contact Hours:</b>	Lecture: 3 Clinical: 0 Lab: 0 Studio: 0 Other: 0 TOTAL: 3			
	<b>Class Maximum:</b>	35	<b>Other Requirements:</b>		
	<b>Semesters Offered:</b>	F/Sp/ Su	Access to Internet		
<b>Ability-Based Education (ABE) Statement:</b>	At Tunxis Community College students are assessed on the knowledge and skills they have learned. The faculty identified the General Education Abilities critical to students' success in their professional and personal lives. In every class, students are assessed on course abilities, sometimes program abilities, and, in most classes, at least one General Education Ability. Students will receive an evaluation of the degree to which they have demonstrated or not demonstrated that General Education Ability.				
<b>Catalog Course Description:</b>	This course examines how the Internet has brought new capabilities to the marketing function. Students revisit the basic tenets of marketing and assess the impact of the Internet on these basic principles, addressing benefits as well as the limitations of Internet Marketing. Emphasis is on the practical application of electronic commerce technology solutions to the elements of the marketing mix and the implementation of marketing plans.				
<b>Topical Outline:</b> List course content in outline format.	<ol style="list-style-type: none"> <li>1. Class Introduction / Internet Overview</li> <li>2. Introduction to Marketing on the Internet</li> <li>3. Internet User Behavior</li> <li>4. On-line Research</li> <li>5. Product aspect of online</li> </ol>				

	<ol style="list-style-type: none"> <li>6. Internet effect on Pricing</li> <li>7. Advertising on the Internet</li> <li>8. Internet as a Distribution Channel</li> <li>9. Market Communications on the Net</li> <li>10. Relationship Marketing</li> <li>11. Internet Marketing Plan</li> <li>12. Course Wrap-up</li> </ol>
<p><b>Outcomes:</b> Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.</p>	<p>Upon successful completion of this course, the student will be able to do the following:</p> <p><b>COURSE:</b></p> <ol style="list-style-type: none"> <li>1. explain the impact of the eMarketing on all elements of the marketing mix</li> <li>2. assess present and emerging electronic marketing trends/models and compare and contrast them to traditional marketing techniques</li> <li>3. explain how technology is altering traditional marketing communication, including customer relationship management, advertising and branding</li> <li>4. explain the various legal and ethical issues associated with global digital marketing</li> <li>5. apply course concepts to demonstrate practical applications of internet marketing including identifying customer needs, obtaining market data, and creating a technology-based marketing plan</li> </ol>
	<p><b>PROGRAM:</b> (<i>Numbering reflects Program Outcomes as they appear in the college catalog</i>)</p> <p><b>Business Administration Program</b></p> <ol style="list-style-type: none"> <li>1. Successfully complete the business administration core courses and demonstrate competencies necessary for success in business administration including an understanding of:             <ol style="list-style-type: none"> <li>a) the role of marketing in the business environment and applying core marketing principles to the development of business strategy and decision-making process</li> </ol> </li> <li>2. demonstrate the ability to integrate knowledge and apply learned skills for real-world business decision making</li> <li>3. demonstrate proficiency in the General Education Abilities as they apply to the business professions</li> </ol> <p><b>e-Commerce Option</b></p> <ol style="list-style-type: none"> <li>1. demonstrate competency in researching, planning, implementing, and evaluating the components of an e-enterprise program</li> <li>2. demonstrate specialized knowledge necessary for success in e-Commerce including applying specialized business concepts as they are applied to the virtual environment</li> </ol>
	<p><b>GENERAL EDUCATION:</b></p> <ol style="list-style-type: none"> <li>5. <b>Information Literacy/Continuing Learning</b> - Students will be able to use traditional and digital technology to access, evaluate, and apply information to the needs or questions confronting them throughout their academic, professional, and personal lives.             <p><b>Demonstrates:</b> Collects and synthesizes relevant and authoritative information resources appropriate to need and audience and utilizes current technologies to solve problems, complete projects, and make informed decisions.</p> <p><b>Does Not Demonstrate:</b> Does not collect and synthesize relevant and authoritative information resources appropriate to need and audience nor satisfactorily utilize current technologies to solve problems, complete projects, and make informed decisions.</p> </li> </ol>

<p><b>Evaluation:</b> List how the above outcomes will be assessed.</p>	<p><b>Assessment will be based on the following criteria:</b></p> <ol style="list-style-type: none"> <li>1. examinations</li> <li>2. discussions</li> <li>3. papers</li> <li>4. quizzes</li> <li>5. oral presentations</li> <li>6. group projects</li> </ol>
<p><b>Instructional Resources:</b> List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.</p>	<p><b>Required:</b> Access to the internet</p> <p><b>Desired:</b></p> <ol style="list-style-type: none"> <li>1. work with web sites and electronic media to examine the different uses in marketing and the impact to traditional marketing models that the web has enabled</li> <li>2. examine emerging technologies and their impact to using the Internet while determining how content is stored, delivered and utilized as this technology evolves</li> </ol>
<p><b>Textbook(s)</b></p>	<p>Strauss &amp; Frost, <i>E-Marketing Fifth Edition</i>, Prentice Hall</p>