



## Course Overview

### General Class Information

Instructor Name: Dr. R. Kay Green

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Website: [www.drkaygreen.com](http://www.drkaygreen.com)

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Office Hours: T-TH 3:00 – 5:00 PM EST; Virtual

Subject Area and Catalog Number: eMarketing PSMT 6050

Year and Term: Fall 2016

Class Title: Web Marketing: Building Awareness on the Internet

Level: Graduate

Credit Type: 3 Credit Hrs.

**Class Description:** Applies marketing principles and best practices in an Internet environment. Uses case studies and extensive online research evaluating practical Web-based marketing communication strategies, including banner ads, search engine keyword campaigns, online public relations, content providers, and other online media.

**Required Text:** Ann Handley, David Meerman Scott & C.C. Chapman (2016). *Content Rules: How to Create Killer Blogs, Podcasts, Videos, E-books, Webinars (and More) That Engage Customers and Ignite Your Business* (New Rules Social Media Series). John Wiley & Sons.

Werime, K. & Fenwick, I. (2016). *DigiMarketing: The Essential Guide to New Media and Digital Marketing*. ISBN-13: 9781118179123 eBook can be found at amazon.com, ebay.com, wiley.com

**Additional Reading:** Students will review a selection of Internet-published articles and case studies that will be assigned for reading with links and URLs available in the UVaCollab page for the assigned week.

## Learning Outcomes:

By the end of this course, each student should be able to:

1. Describe how the Internet is a tool for marketing/advertising
2. Explain consumer navigation behaviors and their impact on Internet sales
3. Understand the legal and ethical issues associated with Internet marketing
4. Describe the Web technology which facilitates advertising and marketing on the Internet
5. Describe techniques used to measure usage of a Web site
6. Discuss pricing strategies appropriate for selling various products over the Internet
7. Describe tools and techniques to buy and sell advertisement space on the Web
8. Describe how the Internet has changed the balance of power in distribution channels
9. Integrate Web-based practices into traditional marketing campaigns

Assessment Components: There are a series of assessment components designed to help you learn the components of preparing for and planning good research.

Assessment components of the course students will be required to complete include: assignments, case studies, projects, discussions, and the final exam.

Delivery Mode Expectations: Internet and Web-based classes

### Technical Specifications: Computer Hardware

- Minimum Operating System
  - Windows 7 SP1 (Professional preferred)
  - Mac OS X 10.8 or 10.9
- Minimum Processor Speed: Equivalent to an Intel Core 2 Duo (1.5 GHz)
- Minimum RAM: 4 GB
- Minimum Hard Disk Space: 150 GB of free hard disk space (after all programs are loaded)
- Networking Capability: Wireless networking (802.11g or n) and an Ethernet port
- Strongly Recommended Accessories:
  - An Ethernet cable (Even if you will primarily use wireless, a wired connection is faster and more reliable for video-streaming, live online meetings and large file uploads and downloads.)
  - A power surge protector
  - CD/DVD drive and/or “thumb” or flash drive(s), plus a backup storage mechanism

### Technical Support Contacts

- Login/Password: [scpshelpdesk@virginia.edu](mailto:scpshelpdesk@virginia.edu)
- UVaCollab: [collab-support@virginia.edu](mailto:collab-support@virginia.edu)
- BbCollaborate Support: <http://www.tinyurl.com/uvabbc>

### UVa Policies

**SCPS Grading Policies:** Courses carrying a School of Continuing and Professional Studies subject area use the following grading system: A+, A, A-; B+, B, B-; C+, C, C-; D+, D, D-; F. S (satisfactory) and U (unsatisfactory) are used for some course offerings. For noncredit courses, the grade notation is N (no credit). Students who audit courses receive the designation AU (audit). The symbol W is used when a student officially drops a course before its completion or if the student withdraws from an academic program of the University. Please visit [www.scps.virginia.edu/audience/students/grades](http://www.scps.virginia.edu/audience/students/grades) for more information.

**Attendance:** Students are expected to attend all class sessions. Instructors establish attendance and participation requirements for each of their courses. Class requirements, regardless of delivery mode, are not waived due to a student's absence from class. Instructors will require students to make up any missed coursework and may deny credit to any student whose absences are excessive. Instructors must keep an attendance record for each student enrolled in the course to document attendance and participation in the class.

**University Email Policies:** Students are expected to check their official UVa email addresses on a frequent and consistent basis to remain informed of University communications, as certain communications may be time sensitive. Students who fail to check their email on a regular basis are responsible for any resulting consequences.

**End-of-Class Evaluations:** Students are expected to complete the online end-of-class evaluation. As the semester comes to a close, students will receive an email with instructions for completing this. Student feedback will be very valuable to the school, the instructor, and future students. We ask that all students please complete these evaluations in a timely manner. Please be assured that the information you submit online will be anonymous and kept confidential.

**University of Virginia Honor System:** All work should be pledged in the spirit of the Honor System at the University of Virginia. The instructor will indicate which assignments and activities are to be done individually and which permit collaboration. The following pledge should be written out at the end of all quizzes, examinations, individual assignments and papers: "I pledge that I have neither given nor received help on this examination (quiz, assignment, etc.)". The pledge must be signed by the student. For more information, visit [www.virginia.edu/honor](http://www.virginia.edu/honor).

**Special Needs:** It is the policy of the University of Virginia to accommodate students with disabilities in accordance with federal and state laws. Any SCPS student with a disability who needs accommodation (e.g., in arrangements for seating, extended time for examinations, or note-taking, etc.), should contact the Student Disability Access Center (SDAC) and provide them with appropriate medical or psychological documentation of his/her condition. Once accommodations are approved, it is the

student's responsibility to follow up with the instructor about logistics and implementation of accommodations. Accommodations for test taking should be arranged at least 14 business days in advance of the date of the test(s). Students with disabilities are encouraged to contact the SDAC: 434-243-5180/Voice, 434-465-6579/Video Phone, 434-243-5188/Fax. Further policies and statements are available at [www.virginia.edu/studenthealth/sdac/sdac.html](http://www.virginia.edu/studenthealth/sdac/sdac.html)

For further policies and statements about student rights and responsibilities, please visit [www.scps.virginia.edu/audience/students](http://www.scps.virginia.edu/audience/students)