

The Art Institute of Pittsburgh

Course Syllabus

Course Information

Course Title: Web Marketing
Course Code: A312
Course Prerequisite: A231
Course Length: 10 Weeks
Contact Hours: 44 Hours
Credit Value: 3.0 Credits
Quarter/Year: Summer 2008
Section: A
Meeting Time/Day: Wednesday, 1:00 P.M – 5:20 P.M.
Room: AIP Room 614

Instructor Contact Information

Name: William J. Moner
Office: AIP Main Building, Room 636
Office Hours: Wednesday, 10 AM - 12 PM
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Course Description:

This course focuses primarily on marketing on the Web, addressing the elements and requirements of information distribution, advertising, or sales in this new medium. The content of the course includes an overview of major online services, portals, and developing content aggregators. Students learn how to modify traditional marketing theories and strategies as well as the demands and opportunities unique to the Web. One of these opportunities receives special attention: using server push or other push technologies to develop "shows" or "magazines" online.

Course Competencies:

Upon successful completion of this course, the student should be able to:

- Identify the major distributors and online outlets for content in the present marketplace
- Delineate the various current models for making money on the Internet
- Recognize the various types of Web sites and identify the successful strategies of each one
- Analyze various types of content models to identify successful content strategies
- Research and understand various workable fiscal strategies
- Demonstrate skill in researching content and marketing issues in the public and t press as well as by using online and published sources
- Discuss the development of push technologies to send data to individual computers or clients
- List the major software applications for incorporating push technologies into a Web site
- For each software application, identify the required computer, server, and network resources necessary to set up the application
- Compare classic push technologies with other options for displaying advertising or marketing information to a site visitor

Students with Disabilities:

It is a policy of The Art Institute of Pittsburgh to not discriminate against qualified students with documented disabilities in its educational programs. If you have a disability-related need for modifications in this class, contact your instructor and a school counselor (located in the Student Services Office, 1st floor). Instructors should be notified during the first week of classes. You may refer to the Nondiscrimination Policy on the Enrollment Agreement Form for the complete AIP policy.

Attendance Policy:

The student who accumulates five (5) hours of absenteeism in a class during an academic quarter may be placed on Academic Probation. A student who accumulates ten (10) hours of absenteeism in a course will receive an F for that course.

Student Conduct Policy:

The Art Institute of Pittsburgh expects its students and employees to conduct themselves in a professional manner at all times. In addition, the Art Institute has a strict policy, which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the Vice President/Director of Student Services.

Grading Scale:

| | |
|----|-----------------|
| A | 100 to 92 |
| A- | 91.9 to 90 |
| B+ | 89.9 to 88 |
| B | 87.9 to 82 |
| B- | 81.9 to 80 |
| C+ | 79.9 to 78 |
| C | 77.9 to 72 |
| C- | 71.9 to 70 |
| D+ | 69.9 to 67 |
| D | 66.9 to 60 |
| F | 59.9 and below. |

Method of Assessment:

| | |
|--------------------|-----|
| Attendance | 10% |
| Web Marketing Plan | 40% |
| Assignments | 35% |
| Midterm Exam | 15% |

Textbook (Required):

Electronic Commerce: The Strategic Perspective, 2nd Edition

Richard T. Watson, Pierre Berthon, Leyland F. Pitt, and George M. Zinkhan
2007

Available via <http://globaltext.terry.uga.edu/?q=node/3>

Direct Link (PDF):

<http://homepage.mac.com/rickwatson/filechute/EC%20bookE2R1.pdf>

Textbook (Recommended):

Internet Marketing: Foundations and Applications, 2nd Edition

Siegel, Carolyn F.

Houghton Mifflin, 2006

ISBN: 0-618-51999-8

Materials and Supplies:

Computer lab & Internet access
Portable storage media (keychain memory device, portable hard drive, CD-RW, DVD-RW, or similar)
Pencil/pen
Notebook/sketch pad/folder/binder

Classroom Policies

Attendance and Participation

The AIP attendance policy (5 hours missed = probation; 10 hours missed = suspension) will be strictly enforced. Exceptions to this policy are granted at the discretion of the instructor and require written documentation.

If you know you will be absent, email me at wjmoner@aii.edu and check my web site, <http://www.williamjmoner.com>, for course notes and assignments.

Regardless of the reason for your absence, you are responsible for obtaining lecture notes and submitting your course work on-time.

Food and Drink

AIP policy states that food and drink are not permitted in the computer labs. Please do not bring food into the labs, and drinks should have a secure lid to prevent spillage.

Late Work Policy

All assignments are due at the beginning of the class period unless otherwise specified. An assignment is **late** if it is not submitted during the designated collection time.

If your project or assignment is late, it will be penalized as follows:

Individual projects: Late work submitted on the calendar date of the assignment is worth 90% of the possible grade. If your assignment is submitted after 11:59 PM on the assignment due date, maximum credit drops to 75% of the possible grade. Late work can be submitted at 75% credit until the beginning of the next class period.

Late work will not be accepted for credit after one week.

Group projects and final projects: Late work will **not** be accepted for credit under any circumstance.

You may email me late assignments (digital files only) or make arrangements to deliver the assignments to me (print/CD/other media).

Plagiarism

Plagiarism of any kind will result in an automatic failure for the class and is subject to disciplinary action at the discretion of the instructor.

Plagiarism is a serious crime. According to the Merriam-Webster Online Dictionary, to plagiarize means:

1. to steal and pass off (the ideas or words of another) as one's own.
2. to use (another's production) without crediting the source.
3. to commit literary theft.
4. to present as new and original an idea or product derived from an existing source.

The burden of proof is on the student, not the instructor, and students may be asked to prove the originality of any work submitted. The AIP Student Handbook includes specific consequences regarding violation of the Student Conduct Policy and may include:

1. assignment failure
2. class failure
3. expulsion

Quizzes and Exams

Any communication, verbal or non-verbal, during a quiz or exam will result in a 0% on the quiz or exam for **both** parties. Any instance of cheating is subject to further disciplinary action and may result in failure for the course.

Tutoring and Resources

The Art Institute of Pittsburgh Library contains numerous resources dedicated to student success. If you require peer tutoring at any point throughout the term, the library (located on the 3rd Floor) will be able to assist you. More details about the AIP library can be located at <http://www.aiplib.aiiresources.com/>

Use of Technology

Use of any and all technology in this classroom is reserved for class-related use only.

- Mobile phones must be placed in silent or vibrate mode during class. If you need to place/receive a phone call, kindly excuse yourself from the room prior to conducting the call.
- Use of portable audio, video, or gaming devices during class is prohibited.
- Working on other projects, listening to music, web surfing, email, Instant Messaging, gaming, or any other use of classroom technology not related to the coursework is prohibited.
- All students are expected to conduct themselves in a professional manner. Please be respectful of the computer equipment, your classmates, your instructor, the physical facilities, and other technology within the classroom.
- If your work requires audio, please use headphones and maintain a low volume that does not disturb other students.

A312 Weekly Course Outline

| Wk. | Topic | Reading Due | Homework Due |
|------------|--|---------------------------------------|---|
| 1 | Course Introduction & Expectations Introduction to Internet Marketing Exploring Internet Marketing Achievements | - | - |
| 2 | Technology & its Impact Understanding the Internet Marketing Environment | Preface, Chapter 1 - 2 | In-class assignment from previous week |
| 3 | Internet Marketing Strategy Factors in Internet marketing | Chapter 3 | In-class assignment from previous week |
| 4 | Web Promotion | Chapter 4 - 5 | In-class assignment from previous week |
| 5 | Distribution | Chapter 6 | Midterm Exam |
| 6 | Service Models | Chapter 7 | In-class assignment from previous week |
| 7 | Pricing | Chapter 8 | In-class assignment from previous week |
| 8 | Psychological, Philosophical, and Social Effects | Chapter 9 | In-class assignment from previous week |
| 9 | Marketing Plan Workshop | | In-class assignment from previous week |
| 10 | Web Marketing Plan Presentations | Review Cumulative Course Materials | Web Marketing Plan |

Grading Rubric - General

| Assessment of Grade | | | | | |
|-------------------------------------|--|--|---|--|---|
| | A | B | C | D | F |
| Software Usage | Strong understanding of software applications with superb usage of tools | Good understanding of software with appropriate usage of tools | Fair understanding of software; usage and skill needs improvement | Poor usage of software and tools | No usage of software appropriate to coursework |
| Concept Development | Strong concept development with creative interpretation of assignment | Good development of concept with appropriate execution of assignment | Fair development of concept; concept lacks effectiveness | Poor concept development | Lack of concept |
| Design Composition | Strong composition skills with attention to detail | Good composition skills with consistent results | Fair composition; needs improvement | Poor composition skills | Lack of attention to composition and design |
| Technique | Strong usage of materials and media | Good usage of materials and media | Limited usage of materials and media | Poor usage of materials and media | No demonstrated usage of materials and media |
| Applied Design Principles | Superb usage of principles and theories with creative interpretation | Demonstrates good usage of design principles and theories | Fair usage of design principles and theories; needs improvement | Poor understanding of design principles and theories | No demonstrated application of design theories and principles |
| Presentation | Strong, professional presentation of materials and designs | Competent presentation of materials | Limited presentation skill; room for improvement | Poor, ineffective presentation skill | Presentation incomplete or lack of presentation |
| Functionality/ Effectiveness | Exceptional execution with strong technical and/or creative detail | Good execution with competent technical and/or creative detail | Inconsistent functionality; limited effectiveness | Poor functionality; poor effectiveness | Ineffective and/or non-functional |
| Accuracy/ Specifications | Precisely follows criteria | Mostly follows criteria | Somewhat follows criteria | Poorly follows criteria with disregard to specifications | Does not follow specifications; inaccurate |
| Spelling/ Grammar | Perfect spelling and grammar | Minor spelling or grammatical errors | Many spelling and grammatical errors | Prevalent spelling and grammatical errors | Major spelling and grammar problems that impede communication |
| Timeliness | On time | Late (within calendar day) | n/a | n/a | Late work after current calendar date (50% of grade) |
| Class Participation | Active participation and attentiveness | Attentiveness and frequent participation | Attentiveness and occasional participation | Lack of participation; distracted, inattentive | Absent, asleep, or otherwise non-participatory |