

University of Delaware
Alfred Lerner College of Business & Economics
Department of Business Administration

BUAD477: Information Technology Applications in Marketing
Syllabus
Fall 2005

Professor: Alex Brown

Class Times: Section 012: Monday & Wednesday (2.30-3.45pm)

Location: 205 Kirkbride

Office Hours: TBA; and by appointment

Office Phone: 302-750-0468

Email: alexbr.brown@gmail.com ; alex@udel.edu

Website/Blog address: <http://infotechmarketing.blogspot.com/>

Wiki address: <http://buad47705fall.jot.com>

COURSE DESCRIPTION

This course is designed to meet the needs of marketing majors by providing them with an understanding of the impact of information technologies on marketing strategies and practice. Through lectures, discussions, and project analyses, students gain a basic understanding of how the Internet and Information Systems are used in marketing.

Some basic familiarity with computers and common Internet languages (e.g., HTML) and tools (e.g., web browsers, e-mail, search engines, FTP) is assumed; however, a brief review and/or links to useful resources will be provided. This class involves the construction and maintenance of blogs and a wiki.

LEARNING OBJECTIVES

Course readings, discussions, lectures, projects, and exams are designed to:

1. Introduce students to important terms and concepts germane to the use of information technologies for marketing,
2. Provide students with a basic understanding of the technologies influencing current marketing practices,
3. Enhance students' abilities to recognize and critique Internet business models and formulate Internet marketing strategies,
4. Advance students' knowledge of the role that information systems can and should play in formulating and implementing marketing strategies,
5. Improve students' accuracy in predicting the likely impact of emerging technologies on marketing strategy and practice, and
6. Most importantly, provide students with hands-on experience in the construction and maintenance of blogs and wikis.

READING

Siegel, Carolyn (2006), "Internet Marketing: Foundations and Applications," Boston: Houghton Mifflin, ISBN: 0-618-51999-8

This textbook may be purchased at any of the bookstores where you purchase your textbooks for UD courses **or online**. Additional required and recommended readings may be posted online. Since the uses of IT for marketing purposes are constantly evolving, I reserve the right to post additional readings on the course webpage. If additional readings are posted, you will be notified via an email.

REQUIREMENTS

To earn credit for this course, you will be required to complete a Personal Data Sheet, Team Wiki Project, Blog Project, Midterm Exam (In-Class), Final Exam (In-Class), and Peer Evaluation.

Personal Data Sheet (PDS)

The PDS is intended to provide me with a brief biographical sketch of all students enrolled in the course. You are required to complete a PDS so that I can get to know you and your classmates. The PDS will help me tailor the course content according to your interests and current knowledge of marketing and IT. Please submit your completed PDS today at the end of class. The PDS is attached to this syllabus.

If you would like to have your grade posted on the class blog/website (using the last 5 digits of your Student ID), please sign the last item on the PDS. If I do not have this approval, I will not post your grade on the class blog/website. You can find out about your grade at the end of regular class time or during office hours.

Forming a Group

For the Wiki Team Project, you will be assigned a group. This assignment will be provided during the second class period.

- You will be assigned a team, which will comprise three-four students. Each team will be assigned a chapter from the text, your team's charge is to become the 'expert' for that chapter.
- Each team will have a 'space' on our class wiki: <http://buad47705fall.jot.com/>. Your team will be responsible for all the content on your space (i.e. for Chapter One, your wiki is at <http://buad47705fall.jot.com/ChapterOne>).
- You must read your chapter thoroughly before beginning this assignment.
- You need to make your first wiki entry, an introduction of yourself which should include a link to your blog, and a statement about your interests in the topic of marketing as it relates to your career. (Wednesday, September 14)

- Each team member is required to identify three articles from the web that are relevant to the chapter he / she is assigned. For each article, you should link to the article, write a brief summary of the article, cite the chapter material you are referencing for the article (include page numbers), and note how the article relates to the chapter material. At least one “article summary” must be created before the chapter is to be discussed in class. Each student's first article summary must be posted before Wednesday, October 5. Each student's second article summary must be posted before Wednesday, November 2. Each student's final article summary must be posted before Wednesday, November 16.
- Each team member must contribute to four article summaries created by fellow team members. This is in terms of adding additional insights and examples that further illustrate the topic that is being addressed. This contribution must be added within 10 days of the most recent update for that article summary.
- Each team member is responsible for the overall quality of his / her original entry and the final entry for each article summary. This will be in terms of the insights that are offered, the number of contributions, and writing style.
- Each team will present their wiki space, by selecting three article summaries to present, during the team presentations at the end of the semester. Each presentation will contain 3 slides: one for each article summary. Each team member must select one of his / her own articles summaries to present. The presentation should include a summary of the chapter topic; the content of the article selected; the intersection of the two; and the evolution of the article summary through the semester. Content from these presentations will be included on the final exam.
- Extra credit: Create an account on wikipedia.org Make a sustained contribution to an entry. Email me upon completion and I will add 1% to your grade. Include in your email your account name and the entry to which you contributed.

Blog Project (Individual) Class Blog: <http://infotechmarketing.blogspot.com/>

You will need to set up and maintain an account at two different websites: you will use www.blogger.com to create your blog and www.bloglines.com to maintain your website and to subscribe to other blogs. Both these accounts are FREE! Details on how to do this are given below.

Each student is required to create a 'blog' that focuses on an approved theme (approved theme, such as: my hometown; my sports team; conflict in iraq; a country; etc. Note: Be passionate about your theme!) Please e-mail your theme idea to me at alex@udel.edu on or before **September 6, 2005**.

How do I create the blog?

You are **required** to use <http://www.blogger.com> as your blog platform as it is free, easy and hosted. You are required to select 'dots dark', a template designed by Douglas Bowman, for your blog (**this is an absolute requirement for your blog.**)

How to set up your blog?

1. Sign up for an account on <http://www.blogger.com>
2. Create the URL and name for your blog (you can change the name later, the URL is permanent)
3. Select the template ('dots dark') You must select a template or your blog cannot be created. You will need to scroll down to select this template.
4. Start posting (i.e. it really was that simple to create the blog).

Each student is also required to set up an account on Bloglines in order to manage the blogs and news subscriptions. The account needs to be made 'public'. Once you make it public, email me the URL. The details on how to manage the bloglines account and make it public are given below.

What do I do on Bloglines?

- Set up an account on Bloglines.
- click on the 'my feeds' tab.
- click on 'Add'
- key in the URL of the blog to which you are subscribing, click subscribe
- click ... again, you are now subscribed

Each student is required to subscribe to the class blog and to 5 other blogs created by your classmates (via a news aggregator: bloglines). Thus each blog needs an RSS feed. Blogs created on www.blogger.com automatically have such a feed. The URL of the feed will be in the format: <http://yourname.blogspot.com/atom.xml> (for example, this class' feed is <http://infotechmarketing.blogspot.com/atom.xml>)

How do I make my Bloglines account public?

To make your subscriptions public (required for this project and allows me, and others, to see your subscriptions. I need to see it in order to evaluate your work):

- click the 'share' tab
- click the hyperlinked 'profile' (second sentence)
- click 'blog settings' (horizontal nav.)
- key in a username (note if this step does not work, try a different user name)
- click 'yes' for show my blog
- save changes
- your url for your public subscriptions will be: <http://www.bloglines.com/public/username>

Project Scope

You are required to accomplish the following throughout the course of the semester with your blog:

- Set up your blog and your bloglines subscriptions (Wednesday September 7)
- Create an introductory post, which includes a hyperlink to an outside resource (the University of Delaware for example). (Wednesday September 7)

- A second introductory post that explains the purpose of the blog, being a part of a course project and focused on a particular theme. This post should include a link to this blog. (Monday September 12)
- Minimum of one post per week throughout the semester.
- Minimum of two posts referencing and commenting on posts from other blogs related to the same (or similar) topic. These posts would include the 'permalink' of the post to which you are referencing.
- You are required to 'comment' 6 times throughout the semester on blogs of other students in the class. All student blogs will be listed on this site. You should plan to comment on blogs with topics of particular interest to you. You should subscribe to those blogs (via [bloglines](#)) and list them on your blog.

Comments are to be thoughtful responses to the entries posted by the blogger. Each blogger is also responsible for responding to the comments posted by classmates (and others who may comment). If you comment on blogs outside of this class I will ask you to provide me the URLs of the blogs at the end of the course so I can review your comments. Please keep a record of where you comment (specifically the permalinks of the specific entries will be useful). These outside comments can be used as part of the 6 comment requirement (you should add these blog links to your template and subscribe to the blogs).

- Your blog should include links, in the template, to each of the class blogs which you choose to comment. You also need to link to your wiki chapter, and other relevant resources.
- Extra credit 1: If you find your blog is in any of the following search engines ([google](#), [technorati](#) or [feedster](#)), by the last day of class (December 7) e-mail me the URL and I will add another 1%.
- Extra credit 2: Take your current template and edit it to reflect the class template. More detail regarding this assignment will be forthcoming this will be worth another 1%.

Grading of the Blog

I will ask you to email me at alex@udel.edu on or before Dec. 7, 2005. This e-mail should include relevant links you will need to provide with respect to your blog project work (appearance in google, site's you have commented on etc.). Your blog will be graded as follows:

- **Overall Design 25%:** This comprises the look and feel of the blog. It includes the extra links, consideration of the additional 'headers' used in the template and other resources and content linked to the template. The grade will be assigned based on the overall look of the design and how the design is impacted by the additional content that has been included and linked to from the template (other links, other blogs, affiliate programs, adsense programs, other content included in the template that helps add context to the blog etc.)
- **Commenting: 25%:** You will need to provide me all the blogs' URLs to which you have commented; this includes classmates' blogs as well as outside of class blogs. It would be helpful if you provided me the direct link (permalink) of the actual entries to which you commented. I will also determine how well you have responded to comments on your own blog.

- Content of your blog: 40%: This falls into two parts.
 - Content re: your posts: The quality of the posts (relevance to theme, writing style etc.), the frequency of the posts and the links provided within the posts.
 - Content re: what you add to your template (links and additional resources etc.) Additional content that has been included and linked to from the template (other links, other class blogs, Other theme-related blogs, sitemeter, affiliate programs, adsence programs, other content included in the template that helps add context to the blog etc.) Note, it is not a question of the more links and resources you have the better it must be, it is the quality of the links and resources and how they tie to your blog that is critical.
- Bloglines Subscriptions: 10%: You need to subscribe to:
 - The class blog
 - 5 other blogs created by your classmates, completed by **September 19**
 - other resources, theme-related blogs (esp. those listed on your blog) **September 26**
 - You need to make your subscriptions public and make sure this is listed on this class site along with your blog, completed by **September 19.**
- *Extra credit:* If you find your blog is in any of the following search engines (google, technorati or feedster), by **Wed. Dec 7, 2005** e-mail me the URL and I will add 1% of your project grade.
- *Extra credit:* A second extra credit assignment will be designed to allow you to explore more thoroughly the code in the blog template and ‘morph’ your template to the class template. More about this assignment will be addressed once we have discussed CSS in class. This will be required to be completed by **Wed. Dec. 7, 2005.**
- *The blog is worth 30% of your total grade. Your blog project will be evaluated at 2 stages:*
 - Stage 1: Work done till October 19 will be evaluated and 10% of the grade will be awarded at that point.
 - Stage 2: Your blog project will be evaluated again after Dec. 7 and the remaining 20% of your grade will be awarded at that point. During the December assessment, I will pay more attention to changes made post Oct. 19.

Exams (Individual)

Two exams will be administered during the semester – a midterm and a final. In general, exam questions will focus on applying what you have learned, rather than verbatim recall and recognition. The midterm and final will utilize multiple choice and open-ended questions to test knowledge of course material. The Exams will include relevant book chapters, readings presented as a part of student ‘wiki’ presentations, relevant learnings from the blog projects, and other relevant readings posted on the class blog. **The final exam will not be cumulative.** Both exams will be administered in class and completed individually. The midterm and final exam dates are listed on the Tentative Class Schedule on page 9 of this syllabus.

Peer Evaluations

For the group project, you will be required to submit a peer evaluation. This evaluation is worth **5%** of your final grade. The main purpose of this evaluation is to identify and penalize

group members who fail to make satisfactory contributions to your team. Primary responsibility for handling such “free riders” will fall on the members of your group; I will intercede on the group’s behalf under extraordinary circumstances only (only if the group brings it to my notice early in the semester). Peer evaluations will be due the last day of class. Failure to submit your peer evaluation by 5:00pm on Dec.2, 2005 will result in the assessment of a late penalty (You will lose an additional 5% of your total grade apart from the 5% for peer evaluation) against your individual project grade. The Peer Evaluation Sheet is attached to this syllabus.

Class Attendance

Class attendance is worth **5%** of the grade. Class attendance will be determined as follows: Five times during the semester, attendance will be taken in class. These 5 instances will be chosen at random. Every absence will result in a loss of 1% of the total grade. The only absences that are excused are the following: 1) medical reasons: This will require a letter from your doctor. 2) interviews: I understand how important it is to schedule interviews in your senior year. As long as you produce some proof of your interview (letter scheduling interview from prospective employer or email message scheduling interview), I will excuse your absence. Attendance points will not be awarded in any other circumstance.

GRADING

The proportional contributions of course requirements to final grades are as follows:

Wiki Project	20%	Group Assignment
Team Wiki Presentation	10%	Group Assignment
Blog Project	10%+20%	Individual Assignment
Midterm Exam (In-Class)	15%	Individual Assignment
Final Exam (In-Class)	15%	Individual Assignment
Peer Evaluation	5%	
Class Attendance	5%	Individual Assignment

Grades will be posted periodically on the course blog, allowing you to track your standing in the course. All final grades will be determined using the scale below. I reserve the right to award grades higher than those determined by this scale, but will not lower grades for any reason. Any "curving" of grades will occur after the completion of all course requirements only.

A	93-100	B-	80-82	D+	67-69
A-	90-92	C+	77-79	D	63-66
B+	87-89	C	73-76	D-	60-62
B	83-86	C-	70-72	F	below 60

No forced distribution of final grades will be imposed. Thus, everyone in the class may earn a grade of “A” or no one may earn a grade of “A.”

COURSE POLICIES

Classroom Etiquette. Students should conduct themselves in a professional and mature manner. This includes showing respect for the diverse opinions and experiences of all students. Offensive language or verbal attacks on other students is unacceptable and will not be tolerated. Please turn off your cell phones and pagers when you are in class.

Plagiarism. Unless explicitly noted by me in writing, all work submitted to fulfill course requirements must consist of original work prepared solely for this course and completed individually. Note: The instructor will pursue and punish any and all violations of the University of Delaware's [Code of Conduct](#) to the fullest extent possible.

Grading. To ensure that exceptional work is rewarded with exceptionally high grades, I will maintain very high standards for student performance. For all written and oral assignments, you do not start with 100% and lose points; rather, you start with a "C" and then gain or lose points based on the thoughtfulness and completeness of your work, and the extent to which you go above and beyond what is minimally required. (This grading policy is meant to prepare you for your career, as you are likely to be given minimal direction and will need to positively violate expectations to gain recognition and advancement).

Writing. All writing completed for the course, including e-mail, blog and wiki projects, and project critiques, should be carefully proofread and free of grammatical and typographical errors. When you borrow the ideas of others, you must also cite all of your sources (within the text and in a separate reference section). I reserve the right to penalize any and all instances of poor writing and failure to appropriately cite sources even if writing quality and source citation are not explicitly listed as grading criteria.

Late Work and Missed Exams. Unless otherwise noted, all course deliverables (e.g., projects) are due by the beginning of class on the date specified in the course schedule. Without my prior approval or a well-documented medical excuse, late work is penalized at a rate of 2% of the possible grade per hour that it is late. For example, if an assignment is submitted 18 hours late, the highest possible grade for the assignment is 64%. Students will not be allowed to makeup missed exams unless they: (1) provide a documented medical excuse or (2) obtain my consent for their absence at least 24 hours prior to the exam date/time.

Class Notes. I will be posting the class notes on the website a day or two before the day of class. There might be some changes to the class notes after the posting. Students are responsible for making those changes to their copy of the class notes.

TENTATIVE COURSE SCHEDULE

The schedule of topics and readings listed below is subject to change on short notice. When this occurs, you will be notified via an email and an updated schedule will be discussed in class and/or posted on the course website. In fairness to students with very complex and demanding schedules, project due dates, assignment due dates and exams will be changed for extraordinary circumstances only.

Wed	Aug. 31	Introduction to Course		PDS Due
Mon	Sep. 5	Break for Labor Day		
Wed	Sep. 7	Marketing Perspective in the Internet Age	Chapter 1	Set up Blog. First blog post. Set up bloglines account.
Mon	Sep. 12	Internet Fundamentals: Operations, Management, the Web, and Wireless	Chapter 2	Second Intro Post on Blog
Wed	Sep. 14	Identifying Internet Users	Chapter 3	Make bloglines account public. First intro. Entry on Wiki
Mon	Sep. 19			Subscribe to classmates blogs with bloglines.
Wed	Sep. 21	Taking Marketing to the Net	Chapter 4	Subscribe to other marketing / technology resources with bloglines.
Mon	Sep. 26			
Wed	Sep. 28	Project Discussion		
Mon	Oct. 3	Taking Marketing Research to the Net	Chapter 7	
Wed	Oct. 5	Using Data Tools to Enhance Performance	Chapter 8	First wiki summary article due.
Mon	Oct. 10	Marketing Site Development	Chapter 14	
Wed	Oct. 12	Midterm Exam		
Mon	Oct. 17	Review HTML and CSS		
Wed	Oct. 19	Legal and Ethical Issues	Chapter 5	Blog Midterm Assessment
Mon	Oct. 24	Taking Internet Marketing International	Chapter 6	
Wed	Oct. 26	Product in the Internet Marketing Mix	Chapter 9	
Mon	Oct. 31			
Wed	Nov. 2	Price in the Internet Marketing Mix	Chapter 10	Second wiki summary article due
Mon	Nov. 7			
Wed	Nov. 9	Place in the Internet Marketing Mix	Chapter 11	
Mon	Nov. 14			
Wed	Nov. 16	Promotion in the Internet Marketing Mix	Chapter 12	Final wiki summary article due
Mon	Nov. 21			
Wed	Nov. 23	Wiki Chapter Team Presentations		
Mon	Nov. 28	Wiki Chapter Team Presentations		
Wed	Nov. 30	Wiki Chapter Team Presentations		

BUAD477
Presentation Evaluation Form (10 points)

Date of Presentation: **Chapter:**

<i>Names of Team Members</i>	
1	
2	
3	
4	
5	

<i>Presentation Format</i>	Very Good	Good	Avg.	Needs Imp.	Comments
1. Presentation was well organized. (no extra slides, no typos)	2	1.5	1	0.5	
2. Length of Presentation was appropriate (should not exceed 15 mins)	2	1.5	1	0.5	

<i>Presentation Content</i>	Very Good	Good	Avg.	Needs Imp.	Comments
1. Presentation was effective in conveying information	2	1.5	1	0.5	
2. Related reading material was discussed in good detail.	2	1.5	1	0.5	
3. Related reading material was appropriate.	2	1.5	1	0.5	

Total Points =

Comments:

Peer Evaluation Form
DUE BY 5 PM ON DEC.7, 2005

Your Name: _____

Student ID (Last 5 Digits) _____

Other Group Member Names: _____

Each group member must submit this peer evaluation form. ***Failure to do so will result in the student herself/himself getting a zero and the group members getting a 5.*** Although your names are written in this form, the information contained therein will be kept in the strictest confidence.

You will assign **up to 5 points per group member** based upon their preparation and cooperation on the case analysis, student presentation and project. Please be fair. I will average the points of the respective group members to obtain their peer evaluation grade. For example, if there are 3 members in a group, **you will rate the two other members (excluding yourself)** and I will average the three scores each member will get to obtain their peer evaluation grade.

Please assign the 5 points to each member based upon a consideration of the following:

- Willingness of the individual to carry out jobs assigned
- Ability of the individual to meet deadlines
- Cooperation with group members
- Quality of the individual's work
- Individual's overall contribution

Below, please write the name of each of your group members. Then write the points next to each person's name. Write comments *only* if you feel explanation is needed for the points you have given.

Please do not rate yourself. Rate only your group members. Maximum 5 points per group member

S.No	Group Member Name	Points
1.		
2.		
3.		
4.		

Comments

PERSONAL DATA SHEET
BUAD477: Information Technology Applications in Marketing
FALL 2005

This sheet is due on August 31, at the end of class

Name: _____
I prefer to be called: _____
Major: _____
Primary Email: _____
Work Experience: _____
Major Career Interests: _____
What are primarily looking forward to learning from this course? _____ _____
What are your concerns or reservations about this course? _____ _____
To what extent are you familiar with website construction? Not at all familiar Somewhat familiar very familiar
Have you worked with HTML code before? Never worked with HTML A couple of times Frequently work with HTML code
To what extent are you interested to learning about website/blog/wiki construction/maintenance? <ul style="list-style-type: none"><input type="radio"/> I really don't care (I'm taking this course only 'cos I have to)<input type="radio"/> Curious but not really interested (Since I am in this course already, let me see what it is all about!)<input type="radio"/> very interested (I am doing this course only 'cos I wanna blog and learn wikis!)
Additional Comments: _____ _____
I hereby grant permission to Alex Brown to post my grades on the class Blog/Website using the <u>last 5 digits of my STUDENT ID</u> : Signature _____

Thank you