Fisher College Course Syllabus

MK330 E-Marketing
Credits: 3

COURSE DETAILS

Course Description

Students develop a conceptual and practical understanding of how information technology and new media affect the marketing of products and services. Students gain exposure through case studies and presentation of theoretical concepts of marketing in a global electronic marketplace. The course examines how firms deliver value to consumers and develop effective marketing strategies in the Digital Age Students will also consider how rapidly changing dynamics and other technological factors are likely to impact marketing in the future.

Course Learning Objectives

This course will provide students with the opportunity to:

- Differentiate between the fundamental concepts of E-Commerce and E-Marketing.
- Produce a brief history of the Internet and the development of E-commerce and e-marketing.
- Define E-Marketing and describe how it can be used to increase product visibility, market share and add value to product offerings.
- Define and apply the E-Marketing mix elements of product, price, promotion and distribution and explain how they support, supplement or enhance the traditional marketing mix.
- Identify the tools and software used for E-Marketing.
- Explain the process, tools and strategy for target market identification. -.
- Evaluate various E-Marketing promotional tactics and how best to apply them.
- Develop and produce an E-Marketing Plan.
- Analyze future implications and potential in the digital world as it relates to marketing.

Achievement of learning objectives will be contingent on student effort, ability, and engagement.

Required Text and Other Materials

For the most current textbook information, please visit the bookstore:
https://bookstore.mbsdirect.net/vbm/fisher.htm

5/19/2020

Grading Policy

Faculty will provide detailed grading policies in each class syllabus. Please refer to Blackboard once the term begins.

Fisher College Grading Scale

Letter	Points
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 or below

COURSE POLICIES

Attendance Policy

Attendance in online classes is determined by participation on discussion boards and Collaborate sessions. You will be counted absent for not participating in weekly discussion boards and Collaborate sessions (live or recorded).

Faculty will provide detailed attendance policies in each class syllabus. Please refer to Blackboard once the term begins.

If you believe you are likely to fail, you have the option of withdrawing from this course to avoid a negative impact on your GPA. The last day to withdraw is 10 days prior to the end of the term.

Blackboard Collaborate

Blackboard Collaborate participation is required in all Fisher College online courses. Participation is defined as attending the live environment, or watching a recorded session. Fisher College instructors offer an alternative (recordings) to the students who are unable to attend live, in an effort to keep online education as flexible as possible.

5/19/2020

FISHER COLLEGE POLICIES

Communication

Students are required to use their Fisher College email addresses when communicating with faculty or administrators at Fisher College. This practice ensures proper security of student related communications. Communication in person or via email is expected to be professional and respectful. Violations are subject to disciplinary action as identified in the Student Code of Conduct Civility policy.

Student Accessibility Services Statement

Fisher College complies with federal legislation for individuals with disabilities (Section 504 of the Rehabilitation Act of 1973, the Americans With Disabilities Act of 1990, and the ADAA of 2009) and offers reasonable accommodations to qualified students with disabilities. For accessibility purposes, some classes may be recorded.

For students who require classroom accommodations, please notify the Office of Student Accessibility Services/OSAS. Accommodations are arranged through OSAS, which will issue a confidential Disability Services Accommodation Form. This should be accomplished during the first two weeks of class. If you have questions about the process, please contact OSAS by calling 617-671-4429. You may also contact OSAS via email at OSAS@fisher.edu.

Class and Homework Expectations

The following chart outlines the number of hours that students should expect to spend in each 3-credit course.

	Class Format	Classroom Instruction	Online Instruction	Homework/ Out-of-Class	Total Hours per Week	Total Hours per Term
8-week term	Online	0	6	11	17	135
	Online w/ synchronous*	1	5	11	17	135
5-week term	Online w/ synchronous*	1	8	18	27	135
3-week term	Online w/ synchronous*	1	14	30	45	135

*For online classes with required synchronous sessions, there will be a mandatory 1 hour collaborate session each week

5/19/2020

Academic Integrity Statement

All students are responsible for maintaining high standards of honesty and integrity in their coursework. Students found guilty of academic dishonesty subject themselves to academic sanctions up to and including expulsion from the College.

Academic Dishonesty includes but is not limited to the following:

- Unauthorized copying, sharing or collaboration on assignments

- The use of unauthorized technology, notes, slips, copying or other illegal means to give or receive answers during examinations or on assignments

- Self-plagiarism: Using an assignment for more than one class, without the permission of the instructor

- Plagiarism: The use of ideas or words of another person without proper citations, written or in presentations. A student should consult his/her faculty when questions arise as to when and how to properly acknowledge the work of others within his/her own oral or written expression

- Contract Cheating: Purchasing assignments or hiring an individual to complete coursework. The College expects that every assignment, such as essays, research papers, lab reports, oral presentations, and examinations, be the product of the student whose name appears on the work

- Fraudulent Course Participation: It is dishonest to share your user login to any class and allow anyone other than yourself to take part in any aspect of your academic coursework for pay, or just for assistance

If a student is found to have violated the Fisher College Academic Integrity Policy, penalties ranging from a zero on the assignment through dismissal from the College will be imposed based on the nature of the violation. The full policy can be found on the Fisher College Web Site and Code of Conduct.

Student Code of Conduct & Online Etiquette

All students of Fisher College are expected to abide by the Student Code of Conduct, as published in the Student Code of Conduct and the Fisher College website. Please review this important information. In addition, students are expected to abide the following:

In the online course environment:
- ✓ Respect others and their opinions.
- ✓ Choose your words carefully. Humor is not easily detected through words alone, and it may be misinterpreted.
- ✓ Do not type in all caps. This is viewed as yelling.
- ✓ Use proper English, grammar, and punctuation. "Texting" lingo and abbreviations are not acceptable.

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- ✓ All email communications must be sent using your Fisher College email address. Also, be sure to sign your full name to all email communications.
- ✓ Always spell check.

During Live Online Collaboration:
- ✓ Turn off microphone when not in use.
- ✓ Be mindful of your surroundings and privacy of family members. Only students should be present on camera.
- ✓ Stay focused. Do not multitask with emails, phone calls, papers, etc.
- ✓ If you need to step away from the session, use the "Away" function.
- ✓ Use the "Raise Hand" function to ask a question, and then wait to be called on.
- ✓ Proper Attire is required.

This course syllabus and outline is subject to change. Students are responsible for attending classes and visiting Blackboard to ensure they are up to date on any changes that take place.

Please refer to the Fisher College catalog for additional policies.