

# ***North Carolina Wesleyan College***

***Adult Student Programs: Innovative, Respected, Engaging***

**Internet Marketing 321 OL1**

**\*8-Week Session**

**January 6, 2020 – February 29, 2020**



<https://www.lyfemarketing.com/blog/internet-marketing/>

**Professor Marie Morgan Gowdy**

**NCWC email: [MGowdy@ncwc.edu](mailto:MGowdy@ncwc.edu)**

**Office Hours: Call or email to schedule an appointment**

**Home Emergency ONLY: 919 598-6969**

*Revised: December 2019*

## PLEASE NOTE THE CURRENT NCWC POLICY REGARDING ASPIRE ATTENDANCE

Attendance at the first-class meeting is MANDATORY. Any student not in attendance will be administratively withdrawn from the course. Any student administratively withdrawn WILL be responsible for payment of the full tuition for that course.

Additionally, students are expected to attend all class meetings for this course. Because of the accelerated nature of the course, missing any class will have a negative impact on a student's learning and course performance, as well as on expected group work. If an absence is unavoidable for class meetings other than the first meeting, the student is responsible for contacting the facilitator well before the next class meeting. Student's class assignments will be submitted beforehand for credit. Any absence will negatively affect the student's final grade.

The facilitator may administratively withdraw any student who misses more than 20% of a course (one class). A student who is administratively withdrawn for missing more than 20% of a course will be responsible for payment of the full tuition of that course. A student being withdrawn under these conditions may also receive a grade of "F" if the absence occurs after the stated deadline for withdrawing with a "W."

### READ ME FIRST!

This syllabus is a critical resource for this course. It is the roadmap or 'game plan' for the entire course—get to know it well. Print a copy, read through it *twice*. At the same time highlight, then record the due dates for assignments and forum discussions on your personal calendar. If you need reminders, add those as well. As the course progresses, review assignment instructions, pay attention to due dates and, discussion topics. At the beginning *of each week*, review assignments and check due dates [again]. You will be amazed how much easier assignments become once you are [very] familiar with the instructions.

### ONLINE

Get into the habit of checking in, logging onto the course home page consistently each week consistently, even daily, to read discussion posts, check for instructor announcements and/or review course materials. While you are logged on, get involved and be an active participant in discussions. Though forum discussions may appear daunting when you first get started, *everyone* has something of value to contribute. By logging on consistently each week, reading and responding to classmate postings, you will begin to feel part of a community, and enhance your learning experience at the same time.

**After reviewing the syllabus, copy and paste the student acknowledgment to the forum.**

Thank you, Professor Gowdy,

# STUDENT ACKNOWLEDGEMENT

See Week 1 forum

I acknowledge that I have read and understood the instructor’s syllabus. I, therefore, assume **FULL RESPONSIBILITY** for my assignments, attendance and the consequences for my absences. I understand the instructor’s evaluation policy. Furthermore, I understand the requirements and expectations for this course and assume responsibility for following the standards outlined in the course syllabus.

COURSE:                      Marketing 321 January 2020

INSTRUCTOR:              Marie Morgan Gowdy, [www.MGowdy@NCWC.edu](http://www.MGowdy@NCWC.edu)

SIGNED NAME: \_\_\_\_\_ CELL # \_\_\_\_\_

IN THIS SPACE, PLEASE LET ME KNOW OF ANY REASON YOU FEEL YOU MAY ENCOUNTER ANY CHALLENGES AND NOT BE SUCCESSFUL IN THIS COURSE.

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[www.MGowdy@NCWC.edu](http://www.MGowdy@NCWC.edu) JANUARY 2020

# **MKT 321 INTERNET MARKETING SYLLALBUS (ONLINE)**

## **COURSE DESCRIPTION:**

This course introduces a framework for learning and implementing effective Internet marketing programs. Four stages of customer website awareness will be reviewed and applied: awareness, exploration, expansion, commitment, and dissolution when necessary.

## **PREREQUISITE:**

MKT 205

## **COURSE OBJECTIVES:**

The intent of this course is to introduce, discuss, and analyze several topics important to service businesses. After completing this course, students should be able to:

- Explain the advantages of using the Internet for consumers and for businesses of all kinds
- Identify the desired outcomes of an efficiently functioning supply chain
- Explain the concept and functions of a business model and its strategies
- Identify the elements of a direct response marketing strategy
- Explain why online branding and video marketing is valuable to small and large businesses
- Identify the major online advertising formats
- Discuss reasons for the growing importance of email marketing
- Identify the elements of a social media marketing strategy
- Describe the B2B buying cycle
- Discuss the concepts and marketing functions of CRM
- Understand the role of customer service in creating sustainable advantage
- Identify the reasons why traffic and audience measurement are a central issue in Internet marketing

## **Course Overview:**

The Internet continues to undergo rapid, and often revolutionary, change. The increasing global penetration of the Internet and the improving skills of marketers in using this new medium have made the Internet pervasive in the lives of both consumers and businesses. The question is no longer whether and commercial, nonprofit, or governmental organization should make use of the Internet. The question is how to develop a strategy that makes the Internet and digital technology increasingly the focal point of marketing effort. It is predicted that in a few short years, Internet technologies will comprise 35 percent of all advertising spending. It is said that all marketing is becoming Internet marketing because we are now at the point where even those firms engaging primarily in traditional forms of marketing cannot ignore what is happening on the web.

While traditional channels for Internet marketing have been evolving, entirely new channels have emerged. Consumers spend a large percentage of their Internet time on social networks – communicating, obtaining peer-based information and occasionally purchasing a good or service. B2B customers are also enthusiastic users of social media for collaboration and for obtaining information. Marketers are expending a great deal of effort in

learning how to use the social media channel effectively for marketing purposes. The same is true of the emerging mobile channel. A growing number of people have mobile-only Internet connections, and smartphones and tablets have become essential to the lifestyle of many of us. Mobile apps have opened a whole new way to push information with permission to the consumer. Mobile commerce is demonstrating viability in countries throughout the world. In the midst of this ongoing change, there is discussion about the future shape of the Internet. Web 3.0 is only dimly perceived at this point, but marketers need to be alerted to change from whichever direction it emerges.

## **MATERIALS OF INSTRUCTION:**

### **Required Text:**

Roberts, Mary Lou and Debra Zahay (2018). *Internet Marketing, Integrating Online and Offline Strategies*, 4<sup>th</sup> ed., South-Western, Cengage. **ISBN 13-978-1-337-385619-Textbook is required, and Chapters 1 -3 should be read for Week 1.**

### **Late Assignment Policy:**

**No late assignments will be accepted without extreme circumstances.** Extreme circumstances include major illness requiring hospital admission or death in the immediate family. Late registration, computer crashes, Internet connection failures, work commitments, and family vacations do not constitute emergencies and extensions **WILL NOT** be granted in these instances. In addition, assignments not submitted because the student did not check the course site, their email, or the announcements for the course in [www.my.ncwc.edu](http://www.my.ncwc.edu) will not be accepted! It is the student's responsibility to check these. **ALL ASSIGNMENTS MUST BE COMPLETED BY THE DUE DATE SHOWN IN THE SYLLABUS and in the COURSE PLATFORM AT: MY.NCWC.EDU.**

### **Attendance Policy:**

Attendance is measured through participation in the discussions and submission of assignments. **Students who do not submit their assignments, participate in the weekly discussions or fail to log into [www.my.ncwc.edu](http://www.my.ncwc.edu) during a 7 day time frame will be administratively withdrawn from the course.** Students will not be notified before being dropped. Students need to log into the class site at a minimum of every other day or less. Mass submission of assignments at the end of the term will not be accepted nor graded. **NO EXCEPTIONS** to this policy will be allowed except for **EXTREME** circumstances

### **Students with Disabilities:**

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Office of Disability Support Services (DSS) at 252-985-5369 as soon as possible to coordinate and implement accommodations in a timely fashion. The Office of DSS is located in the **Student Support Center on the main campus**, <http://www.ncwc.edu/student-affairs/success/>

### **Referencing:**

**All material and information used by you in all assignments must be referenced!** There are no exceptions. Material and information not properly referenced will not be accepted under any conditions!

### **APA Citation Policy and Reference Materials**

The Business Division citation policy is that *all students should use the American Psychological Association (APA) citation style for all assignments and projects. Please use the APA reference materials from the NCWC Library website: <http://www.ncwc.edu/library/help/citing.php>*

## **Plagiarism and Cheating:**

The College policy on plagiarism and cheating will be followed. The definitions can be found in the 2018-2019 NCWC Catalog and is as follows:

“The College and faculty guarantee the integrity of the academic process. Since cheating and plagiarism are threats to this integrity, all members of the College community must work together to prevent their occurrence. The instructor in any course assumes the responsibility for fair evaluation of academic progress and is obligated to explain at the beginning of each course how the College’s policy on cheating and plagiarism applies to that particular course. Students are expected to perform honestly and to work in every way possible to eliminate cheating by any member of a class.

Definitions: “Cheating” means the giving or receiving of information illicitly with intent to deceive the instructor in his or her effort to grade fairly any academic work. “Plagiarism” is “to take and use as one’s own the thoughts, writings, or inventions of another” (Oxford English Dictionary). It is plagiarism when one uses direct quotations without proper credit and appropriate quotation marks, and when one uses the ideas of another without proper credit.

**NOTE: all assignments may be submitted to an electronic review by plagiarism prevention websites or plagiarism detection software.**

## **MY.NCWC.EDU Course Instructions:**

The MY.NCWC.EDU provides functionality that can be used by faculty members and students to facilitate classroom and distance learning in the Web-based environment. Students can view their course schedules, course descriptions, assignments, grades, and attendance. They can also complete online assignments and participate in chat groups and forums.

## **Login and Enter Course:**

Type in the **MY.NCWC.EDU** URL, <http://my.ncwc.edu/ics> into your browser. Or go to the NC Wesleyan College home page at [www.ncwc.edu](http://www.ncwc.edu), and then click **MY.NCWC.EDU** located in the right.

Enter your **login ID and password**, and then press the **ENTER** key. *Your initial password is your birthdate in mm/dd/yy format.*

## **How to check the course syllabus:**

1. On **My Courses**, click the course title to open the class site. You will see the full menu on the left.
2. From here you can click on the Syllabus, Attendance, Collaboration (email), Course Information and Gradebook.

The primary means of communication between students and instructors in online classes is **MY.NCWC.EDU**. Your instructor will use your **MY.NCWC.EDU** e-mail account to contact you, so please check it frequently. If you are unfamiliar with **MY.NCWC.EDU** please contact the Help Desk at 252-984-5000 or visit their website for Quick Reference information:

<http://www.ncwc.edu/Offices/Technology/Quick%20Reference%20MYNCWCEDU.pdf>

## **General Information:**

Prior to beginning this course, students need to review the online course guidelines and policies located: <http://faculty.ncwc.edu/jstubblefield/online2/onlinecourses1.htm>

In addition, students need to check that their computer system meets the minimum software and hardware requirements.

## **REMEMBER:**

**It is the student's responsibility to check the announcements, assignments, handouts, Forum and grade book in [www.MY.NCWC.EDU](http://www.MY.NCWC.EDU) of this course. This should be done daily.**

This syllabus is subject to revision during the course term at the discretion of the instructor. Students will be notified by email and through an announcement in **MY.NCWC.EDU** of any changes.

## **Due Dates for Assignments:**

**Unless otherwise specified:**

- Access to each week begins on **Sunday at 12:01 A.M. Eastern Time (ET).**
- All assignments are to be submitted on or before **Saturday at the end of the specified week that they are due. ALL assignments due 11:30 P.M. Eastern Time (ET) unless indicated otherwise.**
- **Discussion Requirements (Collaboration-Forums):**

In the "Discussion" areas of the course, you, as a student, can interact with your instructor and classmates to explore questions and comments related to the content of this course. Discussions will always close on **Saturday, 11:30 P.M. Eastern Time (ET).**

A successful student in Online Hybrid education is one who takes an active role in the learning process. You are therefore encouraged to participate in the discussion areas to enhance your learning experience throughout each week.

*When responding to a classmate with responses like "Great response is GREAT or VERY NICE is nice" however, might suggest you enhance your narrative by stating your opinion, facts or asking a thought-provoking question. **You will not receive credit for this type of response without substance.***

**The discussions in the Forum will be graded for:**

1. Frequency—**Number and regularity of your discussion comments. Students are expected to log into the course and respond/post to the weekly forum discussion questions and the Knowledge, Skills and Disposition (KSD) on or before Wednesday 6:00 pm of the current week. You must also respond/interact with a minimum of two (2) classmates on two (2) separate days per week, before Saturday of that week. The forum closes at 11:30 pm Saturday. Additional posts are encouraged as it adds more to the discussions.**

2. **Quality**—Content of your contributions:

- providing additional information to the discussion
- elaborating on previous comments from others
- presenting explanations of concepts or methods to help fellow students
- presenting reasons for or against a topic in a persuasive fashion
- sharing your own personal experiences that relate to the topic

## **GRADING CRITERIA**

The facilitator may present alternative grading criteria the first week as circumstances and experience dictate. Unless changes are announced and published in Week One, the suggested grading criteria below will be followed as closely as possible.

## **GRADING SCALE**

<b>A</b>	<b>94-100</b>
<b>B</b>	<b>84-93.99</b>
<b>C</b>	<b>74-83.99</b>
<b>D</b>	<b>64-73.99</b>
<b>F</b>	<b>0-63.99</b>

## **WRITTEN ASSIGNMENTS:**

Written assignments and discussions are an important component of this course. Expectations, scheduling and specific assignments are found in the course platform.

<b>ASSIGNMENTS</b>	<b>POINTS</b>		<b>%</b>
Power of You	45		
Scavenger Hunt	45		
4 Interactive Exercise @ (60,50,50,60) points ea. (Wks.1, 3, 5, and 7)	220		
Three Exams @ 100 points each (Wks. 2, 4, & 6)	300		
Significant Web Presence Project & Power Point- (Wk. 7)	100/50		
Weekly Class Discussion 6 @ 40 points each (Wks. 1-7)	240		
<b>Total Possible Points</b>	<b>1000</b>	=	100%

## **SUMMARY OF ASSIGNMENTS**

<b>WEEKS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
Power of You	X							
Scavenger Hunt	X							
4 Interactive Exercise (Wks.1, 3, 5,7)	X		X		X		X	
Three Exams (Wks. 2, 4, & 6)		X		X		X		
Significant Web Presence Project - (Wk. 7)							X	
Weekly Class Discussion (Wks. 1-7)	X	X	X	X	X	X	X	

## **GUIDELINES FOR COMMUNICATION:**

### ***How to e-mail***

When you email the instructor, use this format in your **Subject line:**  
Class number, your last name, first name - Assignment 1.

Example: MKT 321 Gowdy, Marie – Assignment 1.

***The Internet is the most important single development in the history of human communication since the invention of call waiting.***

**Dave Barry, Humor Columnist and Author of *Insane City***



# THE POWER OF YOU NEWSLETTER

**Due week 1 (First night of class– Post to online forum, Have fun with this assignment)**

Submit your answers upon completion to appropriately labeled forum for classmate review and comment.

The point of the assignment is simple. I want to know my students better. I need to know about the people I am teaching, and they are the foremost experts on marketing themselves.

## **PROJECT:**

Using **PowerPoint or Publisher**, create a newsletter describing yourself to your classmates and your instructor. The newsletter will be 2-4 Pages. (**Submission due prior to the 1<sup>st</sup> class**)

## **PURPOSE:**

The newsletter is a marketing communications tool used to disseminate information about **YOU** to your classmates.

## **WHAT IS A NEWSLETTER?**

A newsletter is a marketing document that informs, announces, reminds, advises, instructs, advertises, and communicates. Your newsletter is a short publication that contains specific information about YOU. It must be attractive to catch the eye of your classmates and make the classmate want to read it without laying it down. The newsletter should report on (see Body of newsletter). The contents must be accurate, factual, brief and impartial.

## **Your presentation should conform to the following format:**

Select a template for your presentation or use a blank presentation with a light color for the background. Have a sense of humor. Include a cartoon, a joke, or an amusing anecdote. Remember that the important thing is to make this fun for your classmates and yourself.

- Use original photos and clip art
- Use different fonts, color, size, shapes
- Your body must have a minimum of 10 headlines.
- Create your own headlines as you see fit.
- Spell check

## **The presentation must include:**

1. **Name Plate – NCWC MARKETING 321/Headline - The Power of YOU!** (use different fonts, color, size, shapes) The banner on the front of a newsletter that identifies the publication is its nameplate. The nameplate usually contains the name of the newsletter, name; class **Marketing 321 January 2020** Professor Marie Gowdy. *Clip art* - The clip art insertion must be something relevant to the presentation topic, possibly graphics or a logo, your motto.
2. **Body** The body of the newsletter is the bulk of the text excluding the headlines and decorative text elements. It's the articles that make up the newsletter content. (below is your newsletter content)

- **ACROSTIC**

*Introduce yourself to your classmates by creating an acrostic of your name.*

**Description** An acrostic is an arrangement of words in which certain letters in each line, when taken in order, spell out a word or motto

Examples of acrostics:

GRACE = God's Riches at Christ's Expense

DIANE = Dynamic, Independent, Able, No-nonsense, Enthusiastic.

1. **Work background**, describe what do you do? And what is your next level of advancement in your career?
2. If you had to write **six words to describe life** what would they be and why? (This can pertain to anything, personal, professional, financial, spiritual, and emotional).
3. What are you most **proud of**? Why
4. If you could make the **difference in the lives of three people**, who would it be and why?
5. If you were a **candy bar**, **what kind would you be**? Why
6. What are your **top five apps**? Why
7. What are three **academic challenges** that you need to address in 2020 and why?
8. List **three major world events** that had an impact on your life and why?
9. Why are **deadline important**?
10. What do you think are **five characteristics of a successful online learner**?

### Optional

If you had to write a letter to yourself, what is the title, and how would you begin the first sentence?

- **References** cite graphics, websites and other resources.
3. **Table of Contents** Usually appearing on the front page, the table of contents briefly lists articles and special sections of the newsletter and the page number for those items.
  4. **Photos / Illustrations** A newsletter design layout may contain photographs, drawings, charts, graphs, or clip art.
    - **Mug Shots**- The most typical people photograph found in newsletter design is the mug shot — a more or less straight into the camera head and shoulders picture.
    - **Caption**- The caption is a phrase, sentence, or paragraph describing the contents of an illustration such as a photograph or chart. The caption is usually placed directly above, below, or to the side of the picture it describes.

## SYLLABUS SCAVENGER HUNT

Due 1/11/2020 @ 11:30 PM **Upload to the coursework section.**

Answer the following questions according to the 2020 **MKT 321 Syllabus**. Upon completion upload your answers to the course work section.

1. Does this course fulfill any general requirements? If so, which one(s)
2. Of the objectives listed for this course, which one do you consider to be the most important? Why?
3. What is the late assignment policy for this course?
4. Weekly posting must being on or before?
5. How many postings must I make in one week? How many points are they worth?
6. Summarize the policy on plagiarism and cheating?
7. How is participation evaluated in this course?
8. What are the initial forum questions?
9. What does KSD stand for?
10. How many exams are there in this course?
11. How many points is each one worth?
12. Is late work accepted?
13. How much time is provided for the bi weekly exams?
14. Can I leave the exam, and return at a later time to complete the exam?
15. When should you call my home?
16. What is the final project and when is it due?
17. True or False: Deadline are a fact of life? Why?
18. ***Have you thoroughly read the syllabus, acknowledged and posted your student acknowledge to the forum?***
19. Are there any questions about this course that have not been addressed?

FYI... The exams are multiple choice and there are no extra credit assignments.

**MKT 321 Internet Marketing (OL)**  
**Keep up with All Assignments and Due Dates**  
**ALL ASSIGNMENTS MUST BE TYPED AND DOWNLOADED by Saturday 11:30 P.M.**  
**Unless otherwise noted.**  
**NO LATE ASSIGNMENTS WILL BE ACCEPTED**  
**January 6, 2020 – February 29, 2020**

Dates	Topic/ Assignments	√
Week 1 1/6-1/11	<p>Due: Monday @ 6:00pm</p> <ul style="list-style-type: none"> <li>• <b>“The Power of YOU!”</b> Course introduction assignment. Create PowerPoint Newsletter Presentation (due 1<sup>st</sup> week of class)</li> <li>• Review course syllabus, assignments and due dates</li> </ul> <p>Due: Wednesday @ 6:00pm</p> <ul style="list-style-type: none"> <li>• Forum Read Chapters 1-3 Respond to YOUR Discussion questions &amp; Knowledge, Skills &amp; Disposition (KSD)</li> </ul> <p>Due: Saturday @ 11:30 pm</p> <ul style="list-style-type: none"> <li>• <b>C. 2 Interactive Exercise See Page 15</b></li> <li>• Course Scavenger Hunt</li> <li>• <b>Begin work on “Significant Web Presence” Project – see directions – <i>I will need to know your website selection by Week 1 upload to the forum, after that students will be assigned websites.</i></b></li> </ul> <p>Keep up with all Assignments and Due Dates – No Late Assignments!!!</p>	
Week 2 1/13-1/18	<p>Due: Wednesday @ 6:00pm</p> <ul style="list-style-type: none"> <li>• Forum Read Chapters 4-6 Respond to YOUR Discussion questions &amp; Knowledge, Skills &amp; Disposition (KSD)</li> </ul> <p>Due: Saturday @ 11:30 pm</p> <ul style="list-style-type: none"> <li>• <b>Test #1 (Chapters 1-6) in course platform</b></li> <li>• <b>Continuing working on “Significant Web Presence” Project – see directions</b></li> </ul> <p>Keep up with all Assignments and Due Dates – No Late Assignments!!!</p>	
Week 3 1/20-1/25	<p>Due: Wednesday @ 6:00pm</p> <ul style="list-style-type: none"> <li>• Forum Read Chapters 7-9 Respond to YOUR Discussion questions &amp; Knowledge, Skills &amp; Disposition (KSD)</li> </ul> <p>Due: Saturday @ 11:30 pm</p> <ul style="list-style-type: none"> <li>• <b>C. 10 Interactive Exercise See Page 16</b></li> <li>• <b>Continuing working on “Significant Web Presence” Project – see directions</b></li> </ul> <p>Keep up with all Assignments and Due Dates – No Late Assignments!!!</p>	
Week 4 1/27-2/1	<p>Due: Wednesday @ 6:00pm</p> <ul style="list-style-type: none"> <li>• Forum Read Chapters 10-12 Respond to YOUR Discussion questions &amp; Knowledge, Skills &amp; Disposition (KSD)</li> </ul> <p>Due: Saturday @ 11:30 pm</p> <ul style="list-style-type: none"> <li>• <b>Test #2 (Chapters 7-12) in course platform</b></li> <li>• <b>Continuing working on “Significant Web Presence” Project – see directions</b></li> </ul> <p>Keep up with all Assignments and Due Dates – No Late Assignments!!!</p>	

Week 5 2/3-2/8	<p>Due: Wednesday @ 6:00pm</p> <ul style="list-style-type: none"> <li>• Forum Read Chapters 13-15 Respond to YOUR Discussion questions &amp; Knowledge, Skills &amp; Disposition (KSD)</li> </ul> <p>Due: Saturday @ 11:30 pm</p> <ul style="list-style-type: none"> <li>• <b>C. 13 Interactive Exercise See Page 18</b></li> <li>• <b>Continuing working on “Significant Web Presence” Project – see directions –</b></li> </ul> <p>Keep up with all Assignments and Due Dates – No Late Assignments!!!</p>	
Week 6 2/10-2/15	<p>Due: Wednesday @ 6:00pm</p> <ul style="list-style-type: none"> <li>• Forum Read Chapters 16-18 Respond to YOUR Discussion questions &amp; Knowledge, Skills &amp; Disposition (KSD)</li> </ul> <p>Due: Saturday @ 11:30 pm</p> <ul style="list-style-type: none"> <li>• <b>Test #3 (Chapters 13-18) in course platform</b></li> <li>• <b>Continuing working on “Significant Web Presence” Project – see directions</b></li> </ul> <p>Keep up with all Assignments and Due Dates – No Late Assignments!!!</p>	
Week 7 2/17-2/22	<p>Due: Wednesday @ 6:00pm</p> <ul style="list-style-type: none"> <li>• <b>“Significant Web Presence” Project Due 6:00 pm– see directions</b></li> </ul> <p>Due: Saturday @ 11:30 pm</p> <ul style="list-style-type: none"> <li>• <b>C. 15 Interactive Exercise See Page 19</b></li> </ul> <p>Keep up with all Assignments and Due Dates – No Late Assignments!!!</p>	
Week 8 2/24-2/29	<p><b>Questions, Concerns, Issues</b></p> <p><b>Good Luck to Everyone!</b></p>	

***“We started putting together a "hotlist" of favorite sites from David and myself, and we called it "Jerry's Guide to the World Wide Web" Before we knew it, people from all over the world were using this database that we created. In June 1994, while it is still our hobby, we renamed it "yahoo" to stand for "yet another hierarchical officious oracle". Jerry Yang - Yahoo!***

# FORMAT FOR ASSIGNMENTS

Due Weeks 1, 3, 5, & 7

- All assignment should be limited to **2-4 typed pages, 12 font (Arial or Times New Roman) and double spaced with one-inch margins.**
- Assignments should include your name, MKT 321, the name of the Assignment, and the date in the upper right hand corner of the paper in single space.
- All links must be identified and operational.
- *You must STATE the questions you are responding to, then indicate your well thought out answer. (You will lose points if you do not state the question).*

**Your name**  
**MKT 321**  
**Chapter 2**  
**DATE**

## ASSIGNMENTS

### Chapter 2 Interactive Exercise Due Week 1

Select an industry (e.g., automotive) or a specific company (e.g., Ford) or even better a specific product model (Ford Focus) and identify elements of its value chain. Where can information be used to decrease costs or increase customer satisfaction or both?

Example:

- <https://corporate.ford.com/microsites/sustainability-report-2017-18/strategy-governance/value-chain-impacts.html>
- <https://corporate.ford.com/content/dam/corporate/en/investors/reports-and-filings/Sustainability%20Reports/Sustainability-Report-15-16.pdf>

Explain

- Identify the industry, company or product model (Provide the link. It must be operational)
- What are the elements of the value chain?
- Where can information be used to decrease costs or increase customer satisfaction or both?

## Chapter 10 Internet Exercise Due Week 3

Go to the suggested link and answer the following questions. PLEASE, number your questions, copy and paste the question, then **highlight and paste your answer in yellow**.

**10.1 SEO Effectiveness:** The HubSpot website grader is a great way to introduce the students to thinking critically about what they see on the internet. This material ties in well with Chapter 15 on Web and Mobile Design.

Another useful tool is from HubSpot at [http:// websitegrader.com](http://websitegrader.com).

Use the HubSpot tool to see if a site of your choice has maximized its SEO potential and run the free report. Examine the report under the SEO section and answer the following questions.

Page titles should be no more than \_\_\_\_ characters long and not \_\_\_\_ keywords.

- a. 70/specify
- b. 99/specify
- c. 70/repeat

Meta Descriptions are:

- a. Code snippets below the blue search result link
- b. Click-through indications
- c. Similar from site to site

Meta Descriptions should be no longer than \_\_\_\_ characters long and be \_\_\_\_\_ to the page.

- a. 155/relevant
- b. 99/unique
- c. 70/unique

### 10.3 SEO and Content: Again, a good way to think about the importance of content.

Read the following blog post from SearchEngineLand and answer the questions accordingly:

<http://searchengineland.com/definitive-seo-audit-part-2-3-content-site-252492>

1. What are the three purposes of content?
  - a) Conversions, reactions, social sharing
  - b) Keywords, titles and descriptions, tags
  - c) Conversions, informational, links and social baiting
2. A page to be considered to have content that can be searched should have IDEALLY how many words?
  - a) 250
  - b) 350
  - c) 500
3. Which is not a characteristic of an image that is optimized for search
  - a) Properly tagged
  - b) A size that does not slow down the page
  - c) Beautifully photographed
4. Heading tags are primarily:
  - a) Formatting elements.
  - b) Technical descriptions
  - c) Page elements to separate content into sections

5. The first stage in keyword research is:
- a) Put keywords in a spreadsheet and sort by volume
  - b) Query all terms that relate to the core terms of the product or service
  - c) Code keywords by type of content



## Chapter 13 Interactive Exercise Due Week 5

Go to the suggested link and answer the following questions. PLEASE, number your questions, copy and paste the question, then copy and paste your answer.

### 13.1 A HubSpot Guide to InBound Marketing:

<http://www.hubspot.com/interactive-guide-to-inbound-marketing>

Go to the HubSpot guide to Inbound Marketing and select “Let’s get started with Inbound Marketing.” Take the path Number 1, “What is inbound marketing?” and answer these questions below.

- 1) The HubSpot inbound approach to marketing uses two fundamental concepts to appeal to consumers based on how they actually research products and services they’re interested in buying. These concepts are:
  - a) Content and leads
  - b) Content and context
  - c) Media and inbound
  - d) Technology and advertising
- 2) What is a good method to attract strangers to a web site according to HubSpot?
  - a. Calls to action
  - b. Email
  - c. Blog content
  - d. Lead Scoring
- 3) What is a good method to convert website visitors into leads according to HubSpot?
  - a) Calls to action
  - b) Email
  - c) Workflows
  - d) Keywords
- 4) One of the goals of delighting customers is to turn them in to \_\_\_\_\_ of your brand.
  - a) Detractors
  - b) Promoters
  - c) Friends
  - d) Visitors

### 13.2 What is Conversion?

Conversion is any time the prospect, lead or customer takes a desired action or the percent of contacts that go from one stage of the marketing funnel to the next.

<http://www.marketingforsuccess.com/marketing-calculator-4/>

- 1) In the above marketing calculator, enter in figures for a website that had 100,000 visitors and 1000 conversions. What is the conversion rate?
  - a) 10 percent
  - b) .1 percent

- c) 1 percent
- d) .01 percent

2) According to this website, what could we ask visitors to do that would increase the conversion rate on the website?

- a) Obtain free marketing plans
- b) Subscribe to a free newsletter
- c) Take a specific action
- d) None of these are correct

## **Chapter 15** Interactive Exercise Due Week 7

Access the [Google research report](#) discussed in Section 15.9. Page 4 covers the methodology for the usability tests. There are five bullet points in their description.

Take these point by point and explain how they are similar to or different from usability tests for the internet discussed in Section 15.6a and Interactive Exercise 15.4. What differences in the testing do you see that arise from the fact that mobile, not internet, sites are being tested?

The five factors are:

- 1) Homepage and site navigation
- 2) Site search
- 3) Commerce and conversions
- 4) Form Entry
- 5) Usability and form factor (form factor is the type of phone; bar, flip and slider phones)

## EXAMS

All exams will be held online in this format. Unless otherwise indicated.  
The following exams will be available at 6:00 am and close at 11:30 pm as indicated.

**Week 2**      **Due 1/18**  
MKT Exam 1 Chapter 1-6

**Week 4**      **Due 2/1**  
MKT Exam 2 Chapter 7-12

**Week 6**      **Due 2/15**  
MKT Exam 3 Chapter 13-18

**IMPORTANT!! PLEASE READ:**

**DO NOT USE INTERNET EXPLORER, USE CHROME OR FIREFOX**

**PRIOR TO TAKING THE EXAM MIGHT I SUGGEST YOU CLOSE ALL BROWSERS and folders.**  
**Might I also suggest that your computer is operational and not experiencing any technical issues.**

You will have 4 (four hours) to complete this exam. There are Multiple Choice and True & False questions. The exam opens Friday @ 6:00 am and closes Saturday @ 11:30 pm.

Keep in mind you must complete this exam in one sitting (*it will not take you 4 hours; however I have provided extra time for those people that are not test takers*).

This test browser locks down the test environment, ensuring that you CANNOT take screenshots, copy/paste, print, view other websites, or use other applications (like instant messenger or email) while taking the test. If you attempt to leave this test screen and go to the internet you will be locked out of the exam.

You will receive your score once everyone has completed the exam.

# SIGNIFICANT WEB PRESENCE PROJECT

Due Week 7 Wednesday @ 6:00 pm. Upload to the coursework section.

## DO NOT EMAIL ME YOUR ASSIGNMENT.

Each student will choose one set of companies from the list given below. You will **analyze and compare** the selected companies as to their **significant web presence** on the Internet. **I will need to know your choice by the end of Week 1.** After that, remaining students will be assigned company websites.

See directions on Page 14 of syllabus.

[www.abercrombie.com](http://www.abercrombie.com) and [www.oldnavy.com](http://www.oldnavy.com)

[www.target.com](http://www.target.com) and [www.walmart.com](http://www.walmart.com)

[www.llbean.com](http://www.llbean.com) and [www.landsend.com](http://www.landsend.com)

<http://menshealth.com/> and  
<http://www.mensfitness.com/>

[www.zapos.com](http://www.zapos.com) and [www.dsw.com](http://www.dsw.com)

<http://www.vogue.com/> and <http://www.elle.com/>

[www.mattel.co](http://www.mattel.co) and [www.fisherprice.com](http://www.fisherprice.com)

<http://www.chrysler.com/en/> and  
[www.nissandriven.com](http://www.nissandriven.com)

[www.polo.com](http://www.polo.com) and [www.nautica.com](http://www.nautica.com)

[www.vh1.com](http://www.vh1.com) and [www.mtv.com](http://www.mtv.com)

[www.biglots.com](http://www.biglots.com) and  
[www.olliesbargainoutlet.com](http://www.olliesbargainoutlet.com)

[www.sportsauthority.com](http://www.sportsauthority.com) and  
[www.dickssportinggoods.com](http://www.dickssportinggoods.com)

[www.homedepot.com](http://www.homedepot.com) and [www.lowes.com](http://www.lowes.com)

[www.forever21.com](http://www.forever21.com) and [www.hm.com](http://www.hm.com)

[www.disneyworld.com](http://www.disneyworld.com) and  
<http://www.seaworld.com/orlando>

[www.bestbuy.com](http://www.bestbuy.com) and [www.hhgreg.com](http://www.hhgreg.com)

*If you have a web site, it makes your small business look big.*

Natalie Sequera, Spokeswoman for Claris Corporation

**Directions:** Each student will select one set of companies from the above list. You are to compare and contrast the two approaches relative to **effective websites** from Chapter 15 “Developing and Maintaining Online and Mobile Effective Websites” into a written report and a PowerPoint presentation. **Other sections of the textbook can also assist you.**

**Requirements:**

- **SIX PAGE WRITTEN REPORT** which would include a cover page and a reference page as part of the page count is due. Both written report and slides should follow the below required outline: **12 font (Arial or Times New Roman) and double spaced with one-inch margins.**
- **Cover page:** (name of companies, Significant Web Presence, Your Name, MKT 321 and Submission Date). Follow outline below:
- **WRITTEN REPORT:** Website Marketing Strategies (Identify each section given below in your project)
  - I. **Marketing Mix Variables**
    - **Product**
    - **Pricing**
    - **Promotion**
    - **Place (Distribution)**
  - II. **Customer Relationship Management**
  - III. **Website Content, Design, & Technology**
  - IV. **References (3-5) to include the textbook (APA Format)**
  - V. **Appendix: Slide presentation - 4 or 6 slides per page (16 slides total)**
- **POWERPOINT SLIDES:** Company website addresses, as well several screen shots should be incorporated into the **PowerPoint presentation** explaining the comparison and contrasting of the two companies. A minimum of 16 slides which would include the Cover page slide and Reference page slide (3-5 sources required to include our textbook) - APA Format required.

**Due Date:** Wednesday 2/19 @ 6:00 pm. **DO NOT EMAIL ME YOUR ASSIGNMENT and No late assignment accepted.**

**Hooked on Internet? Help is a just a click away.**

**~Author Unknown**