



University of the Incarnate Word Course Syllabus/Outline

Course: BMKT3355 – Internet Marketing V5

Term: Fall II 2016: October 17 – October 14

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Introduction:

Please plan on reading the ANNOUNCEMENTS area at the beginning of each week. With the constant evolution of Internet Marketing, if there is relevant news or trends in the market place, I will post it there.

Make sure to read this COURSE OUTLINE carefully. It has answers to many of your questions. Save or print it for future reference and refer to it often for weekly assignment due dates. Online courses move quickly, and it's possible for you to overlook an assignment mentioned in the Course Outline that you have due that week. You are responsible for knowing what the Course Outline contains – especially all deadlines indicated within it.

Catalog Description:

Introductory course providing comprehensive coverage of Internet Marketing, concepts and strategies. A managerial approach is used that focuses on the practices, problems and decisions of the marketing manager.

Required Texts:

Roberts, Mary Lou; Zahay, Deborah (2013). Internet Marketing: Integrating Offline & Online Strategies. 3rd Edition). Mason, OH: South-Western CENGAGE Learning. ISBN: 978-1-133-62590-2

Assessments:

- A. Article Review
- B. Chapter Assessment
- C. Internet Marketing Case Response
- D. Class Participation/discussion thread which demonstrates insightful understanding of our material
- E. Social Media resource list

Academic Dishonesty:

University of the Incarnate Word is strongly committed to the nurturing of academic excellence. The University expects its students to pursue and maintain truth, honesty, and personal integrity in their academic work. Academic dishonesty, in any form, constitutes a serious threat to the freedoms, which define an academic community. The following definitions and guidelines have therefore been established to secure the maintenance of academic integrity at Incarnate Word. Forms of academic dishonesty include, but are not limited to:

- Cheating on tests, examinations, or other class or laboratory work.
- Plagiarism (appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit).
- Counterfeit Work – including turning in as one's own, work which was created, researched, or produced by someone else.
- Falsification of Academic Records – knowingly and improperly changing grades on transcripts, grade sheets, electronic data sheets, class reports, projects, or other academically related documents.
- Unauthorized Reuse of Work – the turning in of the same work to more than one class without consent of the instructor involved constitutes academic dishonesty.
- Theft – unauthorized use or circulation of tests or answer sheets specifically prepared for a given course and as yet not used or publicly released by the instructor of a course, or theft of completed tests.
- Collusion – Involvement in Collusion -unauthorized collaboration with another to violate a provision of the Code of Academic Integrity.
- Facilitating Academic Dishonesty – intentionally or knowingly helping or attempting to help another to violate a provision of the Academic Integrity Policy of the University.

Class Syllabus Statement regarding Disability and Title IX

Disability Accommodations:

The University of the Incarnate Word is committed to providing a supportive, challenging, diverse and integrated environment for all students. In accordance with Section 504 of the Rehabilitation Act – Subpart E, Title III of the Americans with Disabilities Act (ADA), and Title III of the ADA Amendments Act of 2008 (ADAAA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities. To qualify for services, the student must provide Student Disability Services with the appropriate documentation of his or her disability at the time services and/or accommodations are requested.

Pregnancy Accommodations:

Under the Department of Education's (DOE) regulations implementing Title IX of the Education Amendments of 1972, the University does not discriminate against any student on the basis of pregnancy or pregnancy related conditions. **To request reasonable accommodations for disability, temporary disability (e.g., injury, surgery) or pregnancy, please contact:**

Student Disability Services
4301 Broadway CPO 286
Administration Building – Suite 105
San Antonio, TX 78209
(210) 829-3997
(210) 829-6078
www.uiw.edu/sds

Title IX Information

Unlawful discrimination has no place at the University of the Incarnate Word. It violates the University's core values, including its commitment to equal opportunity and inclusion, and will not be tolerated. The University of the Incarnate Word prohibits sexual misconduct, that can include: (1) sex and gender based discrimination; (2) sexual and sex and gender based harassment (including a hostile environment based on sex or gender); (3) sexual assault; (4) sexual exploitation; (5) stalking; and (6) relationship violence (including dating and domestic violence). For more information, or to report an incident, please visit www.uiw.edu/titleix.

Drop/Withdraw Procedure:

IMPORTANT "DROP COURSE" INFORMATION: It is the student's responsibility to drop their course within the 100% refund period to avoid assessment of tuition and fees. There will not be a university-initiated drop for non-participation. If you do not plan to attend, you must drop your courses by Friday at 5pm of the first week of the term to be within the 100% refund period. Please submit your drop to <http://online.uiw.edu/course-drop-form>. A \$50 administrative fee is applied for all drops from courses offered through the Virtual University. ARMY Students must drop their course(s) through GoArmyEd. All active duty military students do not get charged a drop fee.

Teaching Philosophy:

The pedagogical/andragogical tools that we will rely on include extensive readings, case studies, organizational illustrations, and application exercises. PowerPoint slides are available for each chapter that we will cover and they should be reviewed after you have read the accompanying chapter in the text. As always, one gets as much out of a course as one puts in. Therefore, your active involvement in this class is essential for the most positive experience. My role is to facilitate your exploration and learning as you are introduced to the course material. To ensure your success in this course, I suggest that you consider these recommendations: You are expected to read the appropriate chapters and prior to participation in each week's discussion forum; be an active learner; manage your time effectively; and use the course materials as your guide for studying. I expect you to contact me with any problems or difficulties you may be experiencing. Remember, I cannot read your mind, so, it is imperative that you participate and communicate with me frequently. If a problem or concern arises, let me know as soon as possible. My commitment to you is to be as flexible as I can be while maintaining equity in the classroom.

ASSIGNMENTS

Post assignments per the directions for each assignment that is due.

- *Article Review* assignments are due according to the first letter of your last name. You will have two article reviews due during our class. Submit your Article Review via the assessment's folder on or before Wednesday in the week that it is due. For 10 of the possible points, send a copy of the article review discussion, as text and not as an attachment, to my e-mail address on Wednesday: darios1@uiwtx.edu - This allows me to quickly grade and return (100 possible total points).
- *Chapter Assessment* assignments are due by Thursday at 11:59 pm CST in weeks 1-7 (40 pts. each).
- *Internet Marketing Case* assignments are due by Friday at 11:59 p.m. CST in weeks 1-7 (10 points each).
- *Internet Resource List* due to my email by 6:00 p.m. CST on **Friday, December 9, 2016** (50 points).
- *Participation* – Post a minimum of three comments each week as a reply to the threads in our weekly class participation/discussion forum. Each of the comments should be posted on a different day (50 points/week with 10 points per comment, 10 points each for APA citations).

Lectures and Multimedia – See Weekly Class Notes Link

At the beginning of each week (Monday), there will be a lecture or media link posted in the WEEKLY LESSONS section and can be found by clicking on the week we are in and then on the “class notes” link for that week. The lecture will be on the subject(s) we are studying for that week.

Videos and Articles – See Weekly Media Link

Sometimes there will be a link for a video from various credible sources that you are asked to view. These will be found by clicking on the “media links” tab for that week.

Course Schedule:

The term “week” used in the syllabus/outline refers to the span of seven days from Monday to Sunday.

Deadlines and Late Assignments:

Participation for a specific week must occur in that week. Participation credit cannot be made up (no exceptions). In week eight, you will lose contact to our course mid-day on Friday of that week, so have your three participation and thread posted by early Friday. Reductions in possible points for the assignment will be given for assignments submitted late UNLESS the instructor is contacted BEFORE the due date to possibly make arrangements for unusual circumstances. There will be a deduction in points for an assignment for each day late.

OVERVIEW OF OUR COURSE ASSIGNMENTS

Article Review Assignments* (100 Points) - (500 words - using APA writing style)

Students are encouraged to expand their reading outside of the assigned text. Students are responsible for finding a current article for this assignment from a well respected source (no blogs or news outlets for this assignment). You select the article. I do not assign the article for you. Part of this assignment is that you take on finding a timely, credible article on one of our topics for the week. For course focus and clarity, be sure that your article review focuses on our course material for the week in which you have this assignment. For maximum points, the article reviewed must come from a scholarly source or from the UIW library.

This assignment is due twice, based on the first initial of your last name. See the schedule in the weekly list which follows to find your name and when the assignment is due for you. Post your Article Review via the assessment folder.

The first paragraph (20 points) of the assignment should introduce your article by name and then review the main points raised by the author. The second paragraph (20 points) of the paper should examine the quality and applications. For example, offer a critique of some of the author’s points or consider how useful the article is. Is it solid research? For the third paragraph (20 points) of your discussion, offer an application of one or more points raised in the article to your own workplace examples. Last paragraph (20 points), write your closing comments and end your discussion with a question to the class to stimulate discussion. Grammar and spelling will make up part of the value of the grade given to these responses. APA writing style (20 points).

Articles that pertain to the week's topic can be found in current periodicals. You can use UIW’s online library to find appropriate journals. (Excellent sources include: Harvard Business Review and Sloan Management Review.) Articles from journals in the library are preferable to material found from the Internet where the source is unclear (unknown periodical, unknown author, etc.) Article reviews must include references throughout the paper whenever you are dependent on outside sources. Your paper should also include a citation for your source and a citation from the text book at the end of your discussion and throughout the assignment

per the writing requirements of APA. Write so as to distinguish your thoughts from those of the author's whose article you are reviewing. **Article Review post is due Wednesday** of each week. Email copy to instructor.

Weekly Chapter Assessment - (40 Points Each Week):

In weeks 1-7, students will go into the "Weekly Lessons" folder and complete the assignment found in it's corresponding "Week X Assessment" folder. Chapter Assessments must include a cover sheet (5 points), a sheet with the assignment (25 points), and a sheet with Bibliography page (5 points). Paper must be written APA style (5 points) for an "A" and full 40 points. Assessment must be a minimum of 250 words. At least one citation must be from a source other than our text. Four points will be deducted for each day late. Deductions will be made for poor grammar and poor spelling. **Due and submitted on or before Thursday** of each week.

Weekly Internet Marketing Case Response – (10 Points Each Week):

In weeks 1-7 on Friday, students will post to the "Internet Marketing Case Response" thread with a response to the question being asked. For example, you may be asked what topic you found the most interesting about internet marketing trends for the week. Deductions will be made for poor grammar and poor spelling. Journal responses must be a minimum of 150 words for an "A". No citation is required. **Due on or before Friday** of each week.

Participation and Attendance (50 points/week):

The primary group interactions will occur in our weekly class discussion forums. The topics that we discuss for the week will be those that are covered in our reading for the week. We will consider a practical topic (s) that warrants detailed exploration as the discussion forum component of our class. Proactive, meaningful class participation is essential to maximizing course potential and to enable the Instructor to fully evaluate your comprehension of course content. Further, it enhances the interest level as specific, real-world examples are discussed. Participation posts should be a minimum of **150 words each** in order to provide the level of topic examination and insight that we are looking for. Your posts should include some type of citation (a website that you found especially helpful, an article, for example from Harvard Business School that relates to a topic we are discussing). My expectation is that you participate in each weekly forum discussion on a minimum of three days each week. If those three participation comments are well written, and at least one has an APA citation, you will receive full credit for participation. Participation for a specific week must occur in that week. Participation points cannot be made up. You are expected to conduct yourself in a professional and courteous manner at all times. In evaluating class participation, consider the following recommendations:

- Students are expected to be prepared to actively participate in classroom discussions by responding to instructor questions or classmate comments and by offering specific examples/alternatives appropriate to the discussion at hand.
- You do not need to respond to every discussion thread that I start. You only need, for an A, to send a comment to a thread topic with one arriving on each of the three different days.
- For full credit, an outstanding participation comment will include an APA citation at least for one of your three participation comments. "A" comments must be a minimum of 150 words.
- The quality of participation posts should clearly demonstrate full understanding of the subject matter at an appropriate depth and breadth. You are expected to examine issues from multiple perspectives.
- You are expected to integrate materials from sources outside of the formal course resources and cite your source, as well as from key concepts from our text book.
- Participation posts should include adequate support via specific evidence for assertions and should clearly demonstrate your ability to apply the subject matter in the marketplace.
- Participation posts may often affirm others' opinions. But please know that I'm not simply looking for "I agree" messages. Look for opportunities to not only support what someone else says, but consider alternative approaches/theories, offer insightful application and discussion.

The quality of our class to a great extent will be determined by the level of activity and quality of our participation. In our conversations, we need to be responsible in our comments and feedback.

Participation Rubric

The following expectations-based rubric may be helpful to you in determining my expectations for online discussion forum participation:

Criteria	Satisfactory	Needs Improvement	Unsatisfactory
Content Knowledge	Posts well-developed responses to DQs. Demonstrates full understanding and addresses the application of all aspects of the topic. Critically analyzes topics and results. Often adds relevant personal experiences and proposes alternative perspectives. Offers a citation regarding the topic of the participation comment. One of the three participation comments includes a citation.	Responses indicate an understanding of and/or application of the topic, but the response is not complete or lacks more in-depth information. Provides a minimal level of critical evaluation. May add relevant personal experiences or propose alternative perspective. No citation is provided.	Responses lack depth and/or do not demonstrate understanding of the topic. Responses are superficial and lack critical analysis. Does not add relevant personal experiences or propose alternative perspectives. No citation is provided.
Engagement with Others	Responses are thoughtful and articulate. Poses good questions for consideration. Comments add depth and insight. High level of visibility in classroom.	Does respond to others but responses lack depth, insightfulness, or thoughtfulness. Poses questions infrequently. Does not always respond when others pose questions. Moderate level of visibility in course room.	Does not or only rarely responds to others. Does not pose questions. Low level of visibility in course room.
Timeliness	All DQ responses are submitted on time and to the correct place in the online classroom.	Most DQ responses are submitted on time and to the correct place in the online classroom.	Few or none of the DQ responses are submitted on time or responses are not submitted to correct place in online classroom.
Mechanics	Responses are always well-written and articulate. Spelling and grammar are very good. Easy to read and follow. At least one participation comment for the week includes one citation.	Responses are generally well-written but some grammar problems exist. Some spelling errors. May be somewhat difficult to read and follow.	Responses are poorly prepared. Numerous spelling, grammar, and general writing problems.

Internet Resource List Assignment (50 Points):

For your Internet Resource List assignment due in week 8, find five resources that you can use in marketing management or as a tool that you can use as a consultant. For each of the five resources, give us the resource name, address (URL) or name of app, and give us at least 5 sentences or more in which you describe its importance as well as what material, information, audio or video, that we can find at the site or app. Post your resource list as a response to the thread that I will create, also send your completed list to my email address not as an attachment (10 points deducted if sent as an

attachment). The purpose to post in the thread is to share the information with other students who may find it helpful as well.

Point Breakdown

Grading Evaluations

Article Review Discussions – 2 at 100 points = 200 points (20% of grade)

Chapter Assessment (Weeks 1-7) = 40 points each and due in weeks 1-7 week = 280 points (28% of grade)

Video/Social Media Response (Week 1-7) = 10 points in weeks 1-7 week = 70 points (7% of grade)

Participation = 8 weeks at 50 points each = 400 points (40% of grade)

Internet Resource List – 50 points due in week 8 (5% of grade)

Total = 1000

Grading Evaluations

Assignment	Description	Weight
Article Review Discussions	Instructions for assignment correctly followed and all work completed and successfully submitted Wednesday in the week in which it is due based on your last name.	20%
Chapter Assessment	In weeks 1-7 on or before Thursday, each student will complete a “Chapter Assessment”.	28%
Weekly Journal Response	In weeks 1-7 on or before Friday, students will post to the “Video/Social Thread” and comment on material raised in journal question and why it is significant.	7%
Participation	Participation in the discussion evidenced by posting at least three 150-word comments, with at least one comment with a “like”.	40%
Internet Resource List	For your Internet Resource List Assignment due on Friday in week 8.	
Total Grade		100%

Grading Scale:

A	93 – 100	B-	80-82	D+	67-69
A-	90 – 92	C+	77-79	D	63-66
B+	87 – 89	C	70-76	D-	60-62
B	83 – 86	There is no C-		F	< 60

A and A- indicates a superior grasp of the subject matter of the course, initiative and originality in attacking problems, and ability to relate knowledge to new situations.

B+, B, and B- indicates better than average grasp of the subject matter of the course and ability to apply principles with intelligence.

C+ and C indicates an acceptable grasp of the essentials of the course.

D+, D, and D- indicates less than average performance in the course.

F indicates failure to master the minimum essentials of the course. The course must be repeated.

Course Outline

At the end of each assignment, you will see a number inside the parenthesis. This is the Alternative Learning Equivalencies for this course. It is an expectation for the minimum amount of time (hours) you will spend on each topic each week. Its primary purpose is for accreditation standards we must maintain in each course.

Week	Chapter Readings and Discussions		Assignments
Week #1	Read Chapter 1 & 2	Oct. 17 – Oct. 23	<p>Article Review: Article Review Assignment from students whose last names start with A-E (1) Due Wednesday as a post to the class. Also submit your Article Review to Blackboard Assignments. (1).</p> <p>Chapter Assessment: On or Before Thursday, submit Chapter assessment assignment via Blackboard (2).</p> <p>Video/Social Media: On or Before Friday, post in the Week One Journal thread a response to the question presented in the thread. (1).</p> <p>Participation: Take part in Week One Class Discussion by posting four participation comments with one comment each on three different days. One of the participation comments should include a citation from a source other than our text. (2).</p>
Week #2	Read Chapter 3 & 4	Oct. 24 – Oct. 30	<p>Article Review: Article Review Assignment from students whose last names start with F-K (1). Due Wednesday as a post to the class. Also submit your Article Review to Blackboard Assignments. (1).</p> <p>Chapter Assessment: On or Before Thursday, submit Chapter assessment assignment via Blackboard (2).</p> <p>Video/Social Media Thread: On or Before Friday, post in the Week Two Journal thread a response to the question presented in the thread. (1).</p> <p>Participation: Take part in Week Two Class Discussion by posting four participation comments with one comment each on three different days. One of the participation comments should include a citation from a source other than our text. (2).</p>
Week#3	Read Chapters 5 & 6	Oct. 31 – Nov. 6	<p>Article Review: Article Discussion Assignment whose last names start with L-R. (1). Due Wednesday as a post to the class. Also submit your Article Review to Blackboard Assignments.</p> <p>Chapter Assessment: On or Before Thursday, submit Chapter assessment assignment via Blackboard (2).</p>

			<p>Video/Social Media Thread: On or Before Friday, post in the Week Three Journal thread a response to the question presented in the thread. (1).</p> <p>Participation: Take part in Week Three Class Discussion by posting four participation comments with one comment each on three different days. One of the participation comments should include a citation from a source other than our text. (2).</p>
Week #4	Read Chapters 7, 8 & 9	Nov. 7 – Nov. 13	<p>Article Review: Article Discussion Assignment whose last names start with S-Z (1). Due Wednesday as a post to the class. Also submit your Article Review to Blackboard Assignments.</p> <p>Chapter Assessment: On or Before Thursday, submit Chapter assessment assignment via Blackboard (2).</p> <p>Video/Social Media Thread: On or Before Friday, post in the Week Three Journal thread a response to the question presented in the thread. (1).</p> <p>Participation: Take part in Week Four Class Discussion by posting four participation comments with one comment each on three different days. One of the participation comments should include a citation from a source other than our text. (2).</p>
Week #5	Read Chapter 10 & 11	Nov. 14 – Nov. 20	<p>Article Review: Article Discussion Assignment from students whose last names start with A-E. (1). Due Wednesday as a post to the class. Also submit your Article Review to Blackboard Assignments.</p> <p>Chapter Assessment: On or Before Thursday, submit Chapter assessment assignment via Blackboard (2).</p> <p>Video/Social Media Thread: On or Before Friday, post in the Week Five Journal thread a response to the question presented in the thread. (1).</p> <p>Participation: Take part in Week Five Class Discussion by posting four participation comments with one comment each on three different days. One of the participation comments should include a citation from a source other than our text. (2).</p>
Week #6	Read Chapter 12 & 13	Nov. 21 – Nov. 27	<p>Article Review: Article Discussion Assignment whose last names start with F-K (1). Due Wednesday as a post to the class. Also submit your Article Review to Blackboard Assignments.</p> <p>Chapter Assessment: On or Before Thursday, submit Chapter assessment assignment via Blackboard (2).</p> <p>Video/Social Media Thread: On or Before Friday, post in the Week Six Journal thread a response to the question presented in the thread. (1).</p> <p>Participation: Take part in Week Six General Discussion by posting four participation comments with one comment each on three different days.</p>

			One of the participation comments should include a citation from a source other than our text. (2).
Week #7	Read Chapter 14 & 15	Nov. 28 – Dec. 4	<p>Article Review: Article Discussion Assignment whose last names start with L-R (1). Due Wednesday as a post to the class. Also submit your Article Review to Blackboard Assignments.</p> <p>Chapter Assessment: On or Before Thursday, submit Chapter assessment assignment via Blackboard (2).</p> <p>Video/Social Media Thread: On or Before Friday, post in the Week Seven Journal thread a response to the question presented in the thread. (1).</p> <p>Participation: Take part in Week Seven Class Discussion by posting four participation comments with one comment each on three different days. One of the participation comments should include a citation from a source other than our text. (2).</p>
Week #8	Read Chapter 16	Dec. 5 – Dec. 9	<p>Article Review: Article Discussion Assignment whose last names start with S-Z (1). Also submit your Article Review to Blackboard Assignments.</p> <p>Participation: Take part in Week Eight Class Discussion by posting four participation comments with one comment each on three different days. One of the participation comments should include a citation from a source other than our text. (2).</p> <p>Internet Resource List: For your Internet Resource List Assignment due on Friday in week 8, do a search on the Internet and find five resources that you can use in future marketing courses or for perhaps a marketing plan you may write. For each of the five resources, give us the resource name, address (URL), and give us about 3 sentences or more in which you describe to us what material, information, audio or video, that we can find at the site. Send your completed list to my email address not as an attachment by 6:00 p.m. on FRIDAY, MARCH 4, 2016. (2).</p>

***LAST NAME DESIGNATION OF ARTICLE REVIEW ASSIGNMENT'S SUBJECT TO CHANGE ONCE SEMESTER BEGINS.

ALTERNATIVE INSTRUCTIONAL EQUIVALENCIES (AIE's)

Extended Academic Programs – University of the Incarnate Word

Course Number and Section: BMKT 3355 Semester: UIW ONLINE, FALL II, 2016

Course Title: Internet Marketing V5

Week	Alternative Instructional Equivalent (AIE) for Activity	Estimated Hours
<i>In-class Hours (if applicable)</i>		
#1	<u>Participation</u> : Post a comment on three different days.(2) <u>Chapter Assessment</u> : Answer questions about key Chapter topics. (2) <u>Internet Mktg Case Response</u> : Post a response to the question presented. (1) <u>Article Review</u> : Review an article pertaining to the week's topics. (1)	6
#2	<u>Participation</u> : Post a comment on three different days.(2) <u>Chapter Assessment</u> : Answer questions about key Chapter topics. (2) <u>Internet Mktg Case Response</u> : Post a response to the question presented. (1) <u>Article Review</u> : Review an article pertaining to the week's topics. (1)	6
#3	<u>Participation</u> : Post a comment on three different days.(2) <u>Chapter Assessment</u> : Answer questions about key Chapter topics. (2) <u>Internet Mktg Case Response</u> : Post a response to the question presented. (1) <u>Article Review</u> : Review an article pertaining to the week's topics. (1)	6
#4	<u>Participation</u> : Post a comment on three different days.(2) <u>Chapter Assessment</u> : Answer questions about key Chapter topics. (2) <u>Internet Mktg Case Response</u> : Post a response to the question presented. (1) <u>Article Review</u> : Review an article pertaining to the week's topics. (1)	6
#5	<u>Participation</u> : Post a comment on three different days.(2) <u>Chapter Assessment</u> : Answer questions about key Chapter topics. (2) <u>Internet Mktg Case Response</u> : Post a response to the question presented. (1) <u>Article Review</u> : Review an article pertaining to the week's topics. (1)	6
#6	<u>Participation</u> : Post a comment on three different days.(2) <u>Chapter Assessment</u> : Answer questions about key Chapter topics. (2) <u>Internet Mktg Case Response</u> : Post a response to the question presented. (1) <u>Article Review</u> : Review an article pertaining to the week's topics. (1)	6
#7	<u>Participation</u> : Post a comment on three different days.(2) <u>Chapter Assessment</u> : Answer questions about key Chapter topics. (2) <u>Internet Mktg Case Response</u> : Post a response to the question presented. (1) <u>Article Review</u> : Review an article pertaining to the week's topics. (1)	6
#8	<u>Participation</u> : Post a comment on three different days.(2) <u>Internet Mktg Case Response</u> : Post a response to the question presented. (1) <u>Article Review</u> : Review an article pertaining to the week's topics. (1) <u>Internet Resource List</u> : Submit list with internet marketing e-sources (2)	6

	Total	48