I. Course Overview

Course Objectives:
The course is designed to help students develop their research, inquiry and communication skills while providing a road map to their future career in Marketing or International Business. This course will provide students with an overview of career opportunities in Marketing and International Business.

Learning Outcome:
Students will learn how the Internet has become a necessity in modern business, and discover how this medium can assist in marketing. The Internet is an extremely useful tool for marketing planning, and has become a necessary and integral part of a firm's marketing mix. The primary objective of the course is to focus on how the Internet can serve as an invaluable resource for the marketer. You will learn about the Internet from its beginnings until present day and the advantages and disadvantages of marketing on-line. You will develop a strong foundation in marketing as it relates to the Internet. You will learn the marketing essentials for appropriate Internet Marketing and will actually build a website incorporating all the marketing ingredients for you to promote a product of your choice. Your site will include hyperlinks, photos, text, colors, background, etc.

Lecture Room: BEH 105
Lecture Time: 2:40pm – 4:10pm (M, T, W, Th, F)
Office Hours: BEH 435, 1:30-2:40pm Th/F and by appointment

Grading Details:

- Midterm Exam: 30% of total
- Final Exam: 30% of total
- Project (Parts detailed through syllabus): 20% of total
- Individual Assignments: 10% of total
- Short IM Presentations: 10% of total
- Guaranteed Grades: A- (>90%); B- (>80%); C- (>70%)


II. Grading Details

Exams (Midterm and Final): (60% of total grade)
There will be two exams, one non-cumulative mid-term (worth 30% of your total grade) and a cumulative final (worth 30% of your total grade). All exams will be closed book and closed note.

Project (Group): (20% of total grade)
There are several portions. Grading criterion will be given to you during the semester.

Individual Assignments (Individual) (10% of total grade) – *Individual assignments*
No late papers will be allowed on these and they should be your own work. These should be no longer than 2 pages typed in 10 or 12 point font. The document you turn in should consist of numbered answers to the questions given in the chapters (see syllabus for assigned questions per chapter) or an organized summary of the section I asked you to read. Your final product should be thorough enough to provide evidence of you having read the chapter – do not copy the book or any other materials verbatim, explain in your own words. These need to be turned in at the beginning of the class day with which they correspond on the syllabus. These must be turned in on paper – not sent electronically. Grades will range from 0 to 10 depending on the quality of your work. For example, if you do not answer all questions, you will get less than the full number of points.

Short IM Presentations (Group): (10% of total grade)
This presentation consists of two key parts. Part 1 will be a review of a paper which you will be given by Dr. Krishen. Each group will have a different paper. You must review the introduction of the idea in the paper (including a brief sketch of the authors), present a detailed review of the basic message of the paper, and cover the key take-aways. The second piece of the presentation is how you apply the ideas in the paper to the topics covered in your course textbook. Please put together a clear connection (your choice on how you tie it together) between the textbook and course topics and the paper you were given. The presentation should be
10-12 minutes long. Note that timing is important. You are to turn in your materials both in written and softcopy form. Send your presentation to anjala.krishen@unlv.edu by class time on the day you present. Also turn in a handout of your presentation and any other supporting documents on the day you present. Below is an outline for your use in the development of your short IM presentation. Note that it is necessary to cover all elements listed below but you can add your own creative touch also. Remember to creatively integrate what you have learned so far. Note that these are very short but you are expected to extend this information by doing additional research (use citations and references). Be professional and be creative!

Part 1: The Harvard Business Review paper you were given – worth 2/3 of your presentation
Brief discussion on the key elements in the paper you have been assigned, including
1. What is the introduction to the paper? What is it about and what’s the point of it? Explain the theory and conceptual frameworks for the paper.
2. Explain the detailed information in the paper to the class in terms that make it understandable, use diagrams to make it clearer.
3. What are the key take-aways from the paper?

Part 2: Discussion on the way that the paper connects with the course textbook and material – worth 1/3 of your presentation
Brief discussion on the key elements in the two advertisements you have been assigned, including
1. Given the topic in the paper, how does it connect to the internet marketing course materials we have either already covered or are planning to cover (use your book).
2. After making the connection, conclude your presentation with some sort of creative touch.

Key Grading Criteria for Short MR Presentations
- Did you command the attention of the class and present convincingly?
- Did you answer all of the questions above?
- Were you creative in your presentation and how you sold your ideas?

III. Project Details – Group Assignment

Grade Breakout: The project and presentation is divided into three parts:
1. Presentation – Group grade - 5% of that 25%
2. Paper – Group grade – 10% of that 25%
3. Class attendance as well as peer review – Individual grade – 10% of that 25%

Group Selection:
Organize into teams of three members. Email me immediately if you need help finding partners. Email to Anjala.krishen@unlv.edu or bring your list to class that day. Also select an “email leader” who will serve as the primary point of contact for Dr. Krishen for your group.

Selecting and Exploring a Product or Service:
Create a maximum of a four page document that organizes your findings. Attach supporting documentation/pictures/research. Use the magazine you chose or the company website you wish to help redesign (we will discuss in class) to think through the key product or service for the company. While it is good to choose a product that you find interesting, avoid choosing a product that you feel very strongly about. You may be driven by your own preconceived ideas and will have trouble being fresh! Avoid heavily advertised products or you will REALLY have trouble being fresh (e.g., Coke or Pepsi). Avoid a product if you know that another team in the class is using it. You will be working with the product for the next few weeks, so make sure that this is an interesting, unusual, or fun product. You must choose a product which exists already, you cannot create one. What you can do is create a competitor product for an existing one. I will approve your product or have you select an alternative one if it does not fit the class requirements or if it is redundant. Exploring consists of (to be covered in class lectures):
1. How to learn about your client’s product or service
2. Study the competition
3. Identify what you are looking for in your research
4. Translate features into benefits
Key Grading Criteria for Selecting and Exploring a Product or Service

- Did you get off the beaten track?
- Did you provide supporting documentation and research?
- Did you use sources other than simple googling?

Written Consumer or Business Profile (B2C or C2C):

Create a maximum of three page consumer profile. Attach all supporting documentation. One way to combine demographics and psychographics and get a sense of the market is to generate a brief character sketch of the typical target consumer. For example, if you were creating an ad for Limited Express, a clothing store for trendy women, you may be talking to this person, named Melanie (so here is a consumer profile of her):

Today's fashion-forward woman, Melanie, is 27 and lives in her second apartment in an older suburb of Columbus, Ohio, while she saves money to buy a condominium in a newer suburb. She has a BFA degree in graphic design from Ohio State and uses her skills as a junior art director at a large design firm in the city, making $40,000 a year (a decent amount in Midwestern dollars). She works hard and considers herself a woman with a career in progress; she is not just putting in time but is creating herself. Everyone dresses well at work, and clothes are part of the presentation she makes to others. Leading small groups is a common part of her job, so clothes become a professional asset and an expression of her own sense of design. Her dry-cleaning bills are large, as are her closets. She goes out on Fridays and Saturdays to the trendy nightspots with her friends. She has two cats, watches Lifetime cable and HBO, and is a big fan of Conan O'Brien and Sex in the City reruns. She watches TV while riding her Stairmaster exercise machine. She subscribes to Vanity Fair, Lucky, and Communication Arts magazines and listens to XM satellite radio in her car to and from work. She does not get the daily newspaper, although reading the Sunday New York Times is a ritual. She travels overseas in her job and thinks of herself as cosmopolitan. Her immediate career goals are professional advancement to creative director within the design group. She'd like to be married and a mother someday, but right now her career is on the front burner. She thinks of herself as an experimenter and an edge person, willing to try new things and take chances. You will be given a survey and details of your data collection requirements which you need to code and turn back in after coding it both on paper and in an SPSS file. You will have to turn in the paper survey and send the updated SPSS file to Anjala.krishen@unlv.edu so that it can be verified.

Key Grading Criteria for Consumer Profile:

- Does the profile reflect a clear understanding of your target market?
- What research did you do to get the information in your document?

Consumer Decision Making Process:

Create a maximum of a three page consumer decision making process document.

Objective: Your goal in this section is to detail the decision-making process unfolded leading up to the purchase decision of this product. You can choose to do this part any of the following ways:

- Conduct an interview of a person who has purchased this product or a similar one.
- Purchase the product and detail your process.
- Fabricate a story of a consumer who might purchase the product and why.

Once you have completed one of the techniques above, your document should detail the following (from Global Consumer Behavior):

Need recognition: What would lead the consumer to realize that he or she needs or wants to buy in this product category?
Information search: How many alternatives might the consumer consider?
Evaluation of alternatives: How favorable might the consumer's evaluation of the alternatives be and why? What product attributes will be important to the consumer, and how favorably would he or she perceive these different alternatives to perform on those attributes?
Product choice: Imagine that the person chooses your product and explain why did the person decide to buy the alternative that he or she chose?
Post-choice evaluation: Will the person buy this same product (and brand) again? Why or why not?
Key Grading Criteria for Consumer Decision Making Process:
- Do not just list your ideas; I want to see you discuss the details.
- Attach any relevant materials as part of an appendix, for example competitor information.
- Include in this deliverable a final bullet point indicating what you believe to be your website objective. What would you think would be your biggest selling idea for the product and why?

Rough website:
Each group must turn in 8.5 x 11” color-printed (or drawn) pages of the main three pages of their website. Note that the websites are required to have at least 3 pages (see below). These website pages can be just hand sketched or they can be printouts from http://www.wix.com/. Do not push your idea so far that you are unable to take constructive feedback and alter your website. (Don’t fall in love with your initial ideas!) Do be far enough along that your colleagues can grasp the selling idea and can comprehend your visuals. We will analyze these website sketches in class so your entire group needs to come to class.

Final website, defending your ideas and paper:
1. Final website and paper (1/2 of the final grade)
   - **Creation and presentation of a marketing Website:** Groups are required to create a Web site (using http://www.wix.com/ or whatever tool you want), designed to market their selected product or service. You will not be guaranteed any class time to work on the site. Your group will present your site to the class, using the networked computer. You can explain how you developed the business concept, the principles of sound marketing practice incorporated into your site, and some points about site aesthetics.

   The class will critique your site according to a five point scale:
   - 5 Points Exemplary site - perfect
   - 4 Points Proficient - good, but not perfect
   - 3 Points Proficient - acceptable, but some errors
   - 4 Points Fair - some errors and needs improvement
   - 1 Point Poor – major omissions or many errors and needs remediation

Site Requirements:
- A homepage and a minimum of 3 additional pages
- At least one table, properly designed and formatted (pricing, product or service descriptions, etc.)
- One or more illustrations (photo’s, clip art) – do not plagiarize images!
- A scanned photograph of each of your group members (similar to an “About Us” part of most websites)
- Working links to each internal page and several external links
- Appropriate formatting of title, copy, and navigation text
- A background theme or color, presenting a unified look
- Adequate content to support effective marketing; must support the 4 p’s.
- Appropriate checks for spelling, punctuation, grammatical and typographical errors
- Artful and effective aesthetics and marketing

Marketing Requirements:
- Name, address, zip, telephone, fax, e-mail links
- A business slogan
- Content about your business and what you do
- Mission statement
- List and description of products
- Differential advantage - why shop on our site; what is the quality of products/services?
- Where the products/services are available
- Complete pricing information
- Special promotions and events
- Links to other pages and sites relevant to your marketing efforts
- Awards, testimonials, certifications, accolades, records
• Appropriate checks for spelling, punctuation, grammatical and typographical errors

• Directions: Turn in all five of the project portions which you have finalized as a team along with your final website. You must include an overall project synopsis at the beginning of this portfolio.

**Key Grading criteria for final website:**
- Can you defend the website objective?
- Is the key selling idea relevant to the target audience and do you back up your claim? (Is this selling idea the focus of the website, are the brand and brand name prominent, is the brand the star of the website?)
- Is the key selling idea *creatively* presented (headline is attention-grabbing; layout is interesting, dramatic visual, synergy between copy and art)?
- Is the website well executed (does the style of execution fit the creative and strategy; is it neat, clear, and easy to interpret)?
- Honor code: The ideas and website should be your team’s work and not copied or part of another class.

2. Final presentation (1/2 of the grade)

- Overview: Each team will be randomly assigned to a presentation day and time. Five groups will present on each day--each will have 10-12 minutes to present your website. Make sure you have tested your links and such prior to your presentation!
- Advice: While we will discuss what makes a good presentation in class, here are some things to consider.
  - This is a short 10-12 minute "pitch" of your ideas. The presentation must be a gem--a polished shining performance. You have done a lot of research, however, at this stage you should only be presenting the information that is relevant to the case that you are making.
  - You are role playing in this presentation. You are the creative team and you are pitching your ideas to the client who is informed. Talk to the client about his or her product, your insights into the product, and convince the client to give you the website design account. This stage is selling your strategic and creative ideas.
  - Constructive feedback: The class (and instructor) will critique your website. While students are reluctant to criticize each other, this criticism will not adversely affect the presentation grade.
- Turn in a copy: Please turn in a copy of your website pages (printed in color) and overheads.

**Key Grading Criteria for final presentation:**
- I will grade you on the overall presentation and visual aids. You do not need elaborate visual support (a simple power point presentation or a few overheads is adequate).
- Did you distill your main ideas to help the audience grasp your key points?
- Was the flow of your presentation appropriate? Is the opening engaging?
- Do you provide information on the strategy (i.e., the key relevant information on the product, consumer, and competition)?
- Do you deliver your key closing points? Is your delivery smooth and polished?
- Were you *creative*?

IV. Course Schedule

The course schedule can be found on the course website at http://faculty.unlv.edu/anjala then click on “current courses” and find the course.

V. Policies

**Academic Misconduct** – Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV’s function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet
or any source, without proper citation of the sources. See the Student Academic Misconduct Policy (approved December 9, 2005) located at: http://studentconduct.unlv.edu/misconduct/policy.html.

Copyright – The University requires all members of the University Community to familiarize themselves and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: http://www.unlv.edu/provost/copyright.

Disability Resource Center (DRC) – The UNLV Disability Resource Center (SSC-A 143, http://drc.unlv.edu/, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to me during office hours so that we may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach me before or after class to discuss your accommodation needs.

Religious Holidays Policy – Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor no later than the end of the first two weeks of classes, September 6, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. This policy shall not apply in the event that administering the test or examination at an alternate time would impose an undue hardship on the instructor or the university that could not reasonably been avoided. For additional information, please visit: http://catalog.unlv.edu/content.php?catoid=4&navoid=164.

Incomplete Grades - The grade of I – Incomplete – can be granted when a student has satisfactorily completed all course work up to the withdrawal date of that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. A student who receives an I is responsible for making up whatever work was lacking at the end of the semester. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Tutoring – The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling (702) 895-3177 or visiting the tutoring web site at: http://academicsuccess.unlv.edu/tutoring/.

UNLV Writing Center – One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: http://writingcenter.unlv.edu/

Rebelmail – By policy, faculty and staff should e-mail students’ Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students’ e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu.

Final Examinations – The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: http://www.unlv.edu/registrar/calendars.
Any other class specific information - (e.g., absences, make-up exams, extra credit policies, plagiarism/cheating consequences, policy on electronic devices, specialized department or college tutoring programs, bringing children to class, policy on recording classroom lectures, etc.)

Assignments - All assignments are due at the beginning of the class for which they are assigned, both individual and group project ones. Late work will be given a grade of ZERO. No excuses on this other than medical emergencies. No need to inform instructor for missed classes, just turn in your assignments exactly when they are due, not early, not late.

Laptops - Laptops may be used during the class period only to consult your notes or for note-taking purposes. Using the Internet for e-mailing or browsing during any session is considered as a severe lack of respect. If you are using a laptop for unrelated reasons, you may be asked to close your laptop as it is disruptive to other students who are paying attention and attending class for their benefit.

Missed Exams - If you miss an exam, you will be given a grade of zero unless you have contacted me, in advance, and are excused from the exam, in advance, by me. Examples of valid excuses include death in the family and severe illness. Examples of invalid excuses are excess workload, personal plans such as a family vacation or gathering, other appointments, and travel plans. Once again, you must inform me before the exam. There will be no exceptions to this rule. This does not, however, automatically excuse you. I must actively do so. Note that if you contact me in advance (e.g., by email) but don't give me time to reply before the mid-term, you run the risk that I won't excuse it. As a rule, I do not provide make-up exams. If you have an excuse, the exam will be ignored and the weight shifted entirely to the final exam. For no reason may you miss the final exam.