



# Bethesda University

730 North Euclid Street, Anaheim, California 92801 Tel: (714)517-1945, Fax: (714)683-1440

## BA 353 E-COMMERCE MARKETING Fall 2015

Haksu Han	
Class Hour: Monday, 4:00pm-6:30pm	Class Room: On-line
Office: TBA	Phone: (651) 210-1034
Office Hours/ Consultation: Monday, 3:30pm-4:00pm	E-mail: haksuoppa@buc.edu
TA: TBA	Credit Unit: 3

### A. Bethesda University Mission Statement

Bethesda University is a Christ-centered community of higher education preparing Korean/English speaking men and women with professional competence, academic excellence, and spiritual integrity to be servant leaders in the Church, community, and global society.

### B. Relationship of Course to Bethesda University's Mission

This course helps students understand and equipped with current internet and mobile marketing knowledge to be leaders in the fast changing business world.

### C. Course Description

This is an on-line course targeted at marketers and business students seeking to gain an overview of the business value of Internet Marketing and how it can be leveraged to achieve acquisition, conversion and retention of online customers. Students will be introduced to the broad array of interactive marketing programs including an overview of Internet marketing, online acquisition, online conversion, online retention, online analytics, and data--driven marketing. This course will cover the advantages and challenges as well as identify key differences between Internet marketing and traditional marketing.

### D. Course Objectives & Student Outcomes

By successfully completing this course, students will be able to:

- Describe business advantages to internet marketing.
- Summarize how to optimize your site and market your featured products.
- Summarize how to build your Internet marketing and online presence.
- Describe ways to expand your Internet marketing.
- Describe the marketing benefits of newsletters.
- Describe the marketing benefits of blogs, opinion pieces and the personal writings.



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- Define B2B relationships.
- Identify your company's online niche and summarize your company's reputation.
- Describe link exchanges and other business strategies.
- Define the importance of branding.

	<b>Expected Student Outcomes</b>	<b>Assessment Used to Measure Outcomes</b>
Spiritually	Professional ethics for marketing professionals	Discussion and exercising
Intellectually	Understand how to apply the Internet and mobile knowledge to marketing	Test and presentation
Socio-Emotively	Creating group email and surveys	Exercising marketing tools
Vocationally	Equipped with basic Internet and mobile marketing knowledge	Quiz and test

## E. Teaching/Learning Methods

1. Lectures, supported by PowerPoint (see weekly schedule for specific topics)
2. Chapter readings & possible homework problems
3. Projects
4. Critical discussions of topics
5. Exams

## F. Required Textbook(s)

No.	Title	Author	Publisher	Library code	Year
1	Principles of Internet Marketing: New Tools and Methods for Web Developers, 1 <sup>st</sup> Edition	Jason Miletsky	South-Western Cengage Learning	ISBN-10: 1423903196, ISBN-13: 9781423903192	2010
2	Social Media Marketing: A Strategic Approach, 1st.	Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher	South-Western Cengage Learning	ISBN-10: 0538480874, ISBN-13: 9780538480871	2016

## G. Recommended Reading and Other Course Resources (All reserved for reading)



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No.	Title	Author	Publisher	Library code	Year
1	Internet Marketing: Integrating Online and Offline Strategies, 3rd edition	Mary-Lou Roberts, Debra Zahay	South-Western Cengage Learning	ISBN-10: 1133625908, ISBN-13: 9781133625902	2013
2	Internet Marketing Essentials: A Comprehensive Digital Marketing Textbook, Kindle Edition	Jeff Larson, Stuart Draper	Stukent, Inc.		2015
3	Social Media Marketing: Principles and Strategies	Andrew T. Stephen, Yakov Bart	Stukent, Inc.	ISBN: 978-0-9907983-2-3	2015
4	www.emarketingandcommerce.com/		NAPCO Media		

## H. Course Calendar/Schedule, include the following

N	Date	Theme	Reading	Assignments
1	8/24/15	Introduction to the Internet Marketing	Chapter 1: An Overview of the Web Chapter 2: Types of Web Sites	
Last Day to Request Add/Drop is Friday of First Week				
2	8/31/15	Branding	Chapter 7: Understanding the Brand	1. Describe evolution of the Web. 2. Why is the brand important? Describe roles of the brand in building marketing and generating revenue.
3	9/7/15	Labor Day – No School		
4	9/14/15	Understanding Marketing		
5	9/21/15	Understanding E-commerce	Chapter 9: E-commerce Sites	What is e-commerce, who uses it, and how?
6	9/28/15	Developing the Site	Chapter 8: Planning and Developing the Site	What do you have to consider in developing sites?
7	10/5/15	Understanding Programs and Languages for the Internet Marketing	Chapter 10: Programs and Languages	What are the programs used by designers for graphic design, blogging, data basing, and site creation?
8	10/12/15	Mid-term Test		
Last Day to Request Grade Withdrawal "W" is Friday of 8th Week				



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9	10/19/15	How to Attract New Customers?	Chapter 11: Driving Traffic: Marketing Strategies	What are the different types of advertising and the major components of an advertising campaign to drive traffic?
10	10/26/15	How to Retain Your Customers?	Chapter 12: Capturing and Keeping an Audience	1. Why it is so important to keep visitors coming back to a site? 2. What are the methods that Web sites utilize to increase customer retention?
11	11/2/15	How to Analyze Traffic?	Chapter 13: Traffic Analysis and Measuring for Success	How to set the right goals and some of the goals often set for Web sites and marketing campaigns?
12	11/9/15	Mobile and Social Media Marketing Plan	Chapter 3: Social Media and Social Networking Sites	How to plan to use the social media and social networking sites in successful marketing?
13	11/16/15	Blogging and Web-based Video/Introduction of Project	Chapter 4: Blogging Chapter 5: Web-based Video	Project: group email and surveys
14	11/23/15	Thanksgiving Reading Week		
15	11/30/15	Presentation		
Last Day to Request Grade Incomplete "I" is Friday of 15 <sup>th</sup> Week				
16	12/7/15	Final Test		

## I. Assignments

At the end of every class, students will be assigned problems to review chapters. The assignments is due by the next class.

## J. Evaluation/Assessment Rationale for Grade Determination

### 1. Grade Assessment

Class participation is an important part of the class development, counting for 10% of the grade, as is participation, counting for 15% of the grade. In addition there will be homework assignments every week (counting for 15% of the course grade). The midterm exam will count 20% towards the final course grade, and a cumulative final exam makes up the remaining 40% of the class grade.

### 2. Grade definition

A      Excellent



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- B Good
- C Satisfactory
- D Poor
- F Failure

### 3. Grade scale

Letter Grade	Numeric Grade	Grade Points
A	95-100	4.0
A-	90-94	3.7
B+	87-89	3.3
B	84-86	3.0
B-	80-83	2.7
C+	77-79	2.3
C	74-76	2.0
C-	70-73	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F	59 or below	0

### K. Course Policies

#### 1. Attendance, Preparation, and Participation:

Students are expected to attend class more than 80% per semester. Students should summarize the class lecture in one to two pages and submit it to the instructor by the next class to be counted for attendance. Students are expected to read slides to be provided to students prior to class as well as textbooks to be ready for lecture and class discussion. Students are encouraged to participate in class discussion, which will be a part of course grading.

#### 2. Deadlines:

Assignment are to be submitted by the next class. Late assignments will be still accepted but have 20% late penalties.

#### 3. Advance Assistance:

Contact information and office hours for Teaching Assistants (TAs) will be posted on the course website by the end of the second week of class.



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4. Assignment Options:

Not Applicable

5. Make up work:

Students who submitted a written absence notice in advance can make-up the missing class by submitting extra assignments or projects.

6. Extra-credit work:

If you lead the class discussion or write a 2-3 page analysis of a newspaper or magazine article that I approve, your score will replace your lowest homework score.

7. Emergency procedures:

If emergencies arise, it is expected that you will meet with the instructor during office hours or by appointment via email to work-out a realignment of the grading protocol, including providing verifiable documentation for emergency-based missed deadlines. There will be no realignment of the grading protocol for any student unless it is due to an unforeseen emergency.

8. Other policies on Withdrawal and Grade Permanence, Academic Integrity, and Appeals and Grievance procedures refer to the Student Handbooks and Catalog.

Not Applicable

**L. Support Services**

Not Applicable

**M. Bibliography**

Not Applicable