

Eastern Oregon University
Course Syllabus



Course Number: BA 346

Course Name: E-Marketing

Course Description: This course presents the strategic themes and issues that are associated with success in the networked economy. Included are an overview of various dimensions of the Internet, the basics of finding market opportunities and selling on the Internet, and presentations and discussions of commercial Internet business models.

Credit Hours: 4 hours

Professor: Wilson Zehr

Office: Zabel Hall, 217

eMail: wzehr@eou.edu

Office Hours: Tue/Thu 3:00 – 5:00 (and by appointment)

Classroom: Online

Class time: 24 x 7

Required Text and Readings:

E-Marketing, 7th edition, Strauss/Frost. ISBN; 9780132953443

Prerequisites: BA 312, BA 321, and at least sophomore standing

Learning Outcomes: After completing this course, students will be able to demonstrate the following outcomes.

- (1) Describe organizations and their need for, and application of, E-marketing.
- (2) Explain E-Marketing strategic concepts.
- (3) Demonstrate how E-marketing 'fits' with other strategic marketing strategies and a firm's overall marketing plan.
- (4) Explain the concepts of social responsibility and business ethics as it relates to E-Marketing.
- (5) Demonstrate the ability to design and create an effective E-Marketing plan and/or plan component.
- (6) Describe the various elements of E-Marketing research.
- (7) List and explain the elements of the E-Customer segmentation, targeting, and positioning strategies.
- (8) Study and understand ways to analyze social media and their place in marketing research and analysis.
- (9) Prepare an example of how to engage E-Customers and build customer relationships.

Eastern Oregon University Course Syllabus

Means of Assessment: All learning outcomes are assessed with discussion questions, quizzes, response briefs, and a final project.

Discussion Questions: 30% of Final Grade (30 points/discussion)

There will be one set of discussion questions per week. These are listed in your weekly module on Canvas. The discussion questions are worth 30 points each. In order to get full credit, you will have to respond to each discussion question by Thursday (0-20 points) and then post a meaningful comment to another classmates post by Sunday night (0-10 points). We are really looking for comments that add in a significant way to the dialog rather than just a "high five" - though positive encouragement is always a good thing. Don't be afraid to [politely] disagree. 😊

Discussion weeks go from Monday to Sunday night at midnight. Once the discussion closes, and the class moves on, there is really no way to grade/make-up a discussion post.

Quizzes: 20% of Final Grade (50 points/quiz)

There are four quizzes covering the chapter material that need to be completed. The upside is that there are no mid-terms and no final exam. You will find the quizzes in the weekly module or in the Assignments section of Canvas. The quizzes are worth 50 points each.

Quizzes need to be completed by Sunday of the week they are assigned. The quizzes are not timed and there is no time limit beyond Sunday night. Late work is not accepted so please plan accordingly - technology issues are not an acceptable excuse for missing the deadline.

Response Briefs: 30% of Final Grade (75 points/brief)

There will be four response briefs assigned over the course of the term. These are intended to be fun and challenging exercises that allow you to gain practical skills related to Internet marketing.

The assignment will be posted in your weekly module on Canvas and the details for each response brief will be included. In some cases, you will be creating a site and submitting code/URL, in other cases you will be building out content online. Please be certain to follow the specific instructions provided.

Response briefs must be submitted before the date posted on Canvas. **Late assignments will not be accepted.**

Term Project: 20% of Final Grade (400 points)

Students will prepare an online marketing assessment and action plan for a local business with less than \$1 million in revenue. The business does not have to be in La Grande, but at least one of the team members should be able to visit the business/owner in person when required.

Additional details on the term project are provided on Canvas → Modules → Term Project.

Eastern Oregon University Course Syllabus

A summary of the total points possible for this class by assignment is provided below. The final course grade assigned will be based on the percentage of total points earned by the student as outlined in the table below.

Grade	Minimum %
A	95
A-	90
B+	87
B	84
B-	80
C+	77
C	74
C-	70
D	60
F	<60

Assignment	Due Date	Max Score	Percentage of Total Grade	Learning Outcomes
Discussion Questions	weekly	300	30%	1 - 9
Quizzes	week 2, 4, 8, 10	200	20%	1 - 9
Response Briefs	week 3, 5, 7, 9	300	30%	1 - 9
Term Project	see Canvas	400	20%	9
Course Total			100%	

General Education Category and Outcomes: This is an upper division elective course for the Marketing concentration in the Business Administration degree program.

University Writing Requirement (UWR) Outcomes: Does not qualify as a UWR

EOU Writing Center

The Writing Center provides a place — physical or virtual — where every EOU writer can find an interested, responsive reader. Writing tutorials are free of charge for EOU’s undergraduate and graduate students who are writing for any course at any level, or who are writing resumes, job letters, graduate applications, and more. Go to eTutoringOnline.org to schedule an appointment in the Writing Center (Loso Hall 234). Students in online course can also visit the [eTutoring](#) page to submit papers to a writing tutor.

Statement on Student Conduct:

Eastern Oregon University places a high value upon student safety and protecting the inclusive and inviting nature of the learning environment. The university does not permit behavior that is disrespectful, threatening, or disruptive; to faculty, other students, or the learning process. This policy applies both inside and outside the classroom. Please refer to the student Code of Conduct for more details: <https://www.eou.edu/student-affairs/code-of-conduct/>

Eastern Oregon University
Course Syllabus

Statement on Academic Misconduct:

Eastern Oregon University also places a high value upon the integrity of its student scholars. Any student found guilty of an act of academic misconduct (including, but not limited to, cheating, plagiarism, or theft of an examination or supplies) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the University, or being expelled from the University—or a combination of these. Please see Student Handbook at: <https://www.eou.edu/student-affairs/student-handbook/>

Accommodations/Students with Disabilities Policy:

Any student who feels he or she may need an accommodation for any type of disability, please make an appointment to see me during my office hours or contact the Disability Services Office in Loso Hall, Room 234. Phone: 541-962-3081 (disabsvc@eou.edu). You can learn more about the types of services offered here: <https://www.eou.edu/disability/accommodations/>.

Tentative Schedule

This is a tentative schedule for the term. These dates will change based on our progress in class, questions that arise in class, or other current events. Please watch Canvas for changes. When in doubt, always use the due dates posted with the assignment on Canvas.

Week	Chapter(s)	Quiz Sun	Response Brief Thu	Term Project Thu
1	1, 2	-	-	-
2	3, 4	1	-	-
3	5, 6	-	HTML	-
4	8, 9	2	-	select client
5	-	-	web site	-
6	10, 11	-	-	situation analysis
7	7, 12	-	LinkedIn	-
8	13	3	-	-
9	14	-	social media	-
10	-	4	-	investor pitch
11	-	-	-	final project (Tue)

Syllabus Prepared By: W. Zehr

Date: 9/19/2019 (online version)