

## **WDMD 346 – Principles of Online Marketing and Ecommerce (Summer 2011)**

**M-F, 8:00 a.m. – 12:00 p.m. (sec. 1) SCI A203**

**Instructor:** Tim Krause, Ph.D.  
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**Office:** B246, Science Building, 715-346-4329  
**Hours:** 1:00-2:00, M, T, W, R and by appointment  
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### **Course Description**

This course is an introduction to the principles of online marketing and ecommerce. We will emphasize theoretical concepts and practical implementation for business-to-business and business-to-consumer models, with some discussion of implications for non-profits and community-building practices in general.

### **Objectives**

- Gain an understanding the theoretical principles of online marketing and ecommerce as it relates to both large and small companies in online, hybrid and traditional brick-and-mortar environments;
- Develop skill in translating theoretical principles into action-oriented business and marketing plans;
- Demonstrate competency in completing competitive analyses, developing research-based personas, reviewing Web logs and other quantitative and qualitative research methodologies, and applying findings to online marketing and ecommerce issues;
- Demonstrate competency interpreting, writing about and presenting research findings and recommendations to peers and clients;
- Gain hands-on experience creating mockups, prototypes and other artifacts to support recommendations.

### **Required Text & Materials**

Rayport, Jeffrey F. and Bernard J. Jaworski (2004). *Introduction to e-commerce*. 2<sup>nd</sup> Edition. Boston: McGraw Hill. (text rental: ISBN#: 978-0072553475)

#### *E-Reserve*

Casnocha, B. (2007). *My start up life*. San Francisco: Jossey-Bass.

Huffington, A. (2010). *Third world America*. New York: Crown.

Jarvis, J. (2009). *What would Google do?* New York: Harper Collins.

Wenger, E., N. White, & J.D. Smith (2009). *Digital Habitats*. Portland: CPsquare.

A flash drive for data backup (or your H: drive)

## Assignments and Projects

Assignments will be announced in class and posted on D2L. If you miss class, it is your responsibility to check D2L for any homework assignments and supporting material which may have been given out during class.

For each assignment, you will write a 1-2 paragraph design rationale and email it to Tim. Describe what worked well, what didn't work so well, and what you would do differently next time. Turn in any peer review sheets during class on the due date. **Projects with missing or incomplete design rationales will not be graded, and considered late. Projects with missing or incomplete peer reviews will lose one full letter grade.**

In-class assignments may not be made up, or turned in after the end of class.

I recommend that you start working on assignments as soon as possible after they have been announced. Web projects almost always take longer than originally anticipated; starting early greatly increases your odds of completing the project to your satisfaction. Please call, email or see the instructor as soon as possible, and **before the due date**, with any questions or concerns about an assignment. Except in extremely rare cases, **extensions** will not be given **AFTER** an assignment was due.

### Point Distribution

Active Participation	10%	Case Study 3 (Viral)	10%
Case Study 1 (Banner Ads)	10%	Final Presentation	10%
Case Study 2 (Social Prototype)	20%	Final Project	30%
Miscellaneous	10%		

### Writing Emphasis

Writing emphasis (WE) courses at UWSP are intended to sustain the practice of writing throughout your undergraduate academic career. This course meets WE goals in several ways; you will:

- experience discipline-specific writing through the creation of business plans and documentation as they relate to online marketing and ecommerce activities
- be given opportunities to demonstrate written communication skills through critique of discipline-specific writings
- learn to critique your writing and engage in constructive peer-review sessions
- be given opportunities to improve your writing through the use of multiple drafts, self-evaluation, peer-review sessions, and individual conferences with the instructor

### Due Dates and Late Assignments

Assignments are always due no later than the beginning of class. If you miss a due date, there will be a folder called "**Late Assignments**". You should turn in your assignment there, and it will be graded as time allows. Late assignments will be reduced by one letter grade per weekday, starting the day that they were due. In-class assignments may only be made up if the absence was due to documented illness, approved university activity or family emergency. You should talk to your instructor as soon as practical to make arrangements.

### Attendance Policy

Summer is an intense, but rewarding experience. I do not award points for your physical presence, but expect your active participation in every class. **Lack of thoughtful participation may also lead to a lower grade.**

### Grading scale

Final grades will be determined according to the following scale:

A	100 – 94%	C-	73 – 71%
A-	93 – 91%	D+	70 – 68%
B+	90 – 88%	D	67 – 61%
B	87 – 84%	F	< 61%
B-	83 – 81%		
C+	80 – 78%		
C	77 – 74%		

I reserve the right to lower the grading scale (e.g., a 92% *may constitute an A*).

### Academic Integrity

Academic dishonesty of any kind will not be tolerated. If you have any questions about what constitutes academic misconduct, ask me or consult your university handbook. A description of your rights and responsibilities as a member of the UW-SP community can be found at:

<http://www.uwsp.edu/admin/stuaffairs/rights/>

Student Academic Standards and Disciplinary Procedures (UWS/UWSP Chapter 14) are available at:

<http://www.uwsp.edu/admin/stuaffairs/rights/http://www.uwsp.edu/admin/stuaffairs/rights/rightsChap14.pdf>

### Cell Phones, IM and Recording Devices

Please turn off cell phones and pagers before entering the classroom. Cell phones may not be used in the classroom without prior permission. Please close all IM programs or set your status to “busy” during class. If you would like to record (video or audio) any aspect of this course, please seek prior permission from the instructor. Lectures will be recorded and available for review online.

### File Storage

Save your work often, and make regular backups of your files. UWSP Information Technology cannot restore individual files, nor can they restore individual files should your UWSP account become inactive. Extensions on assignments **will not be given** on assignments which are late due to lost or damaged files.

## Tentative Schedule

Date	Topic	Reading	What is due today?
<b>WEEK 1</b>			
May 23	Introduction E-Commerce Fundamentals Basic Technology	Chapter 1	
24	Networks, Social Networking <i>The Social Network (video)</i>	Chapter 1	
25	Branding and Marketing (4Ps) Market Analysis Business Models Online Business Plans	Chapter 3, 4, 5 <i>What Would Google Do?</i>	
26	<b>NO CLASS MEETING</b>		Peer Review – Case 1
27	<b>FURLOUGH – NO CLASS</b>		
<b>WEEK 2</b>			
May 31	Strategy Formulation Traffic Building - Search Engine Optimization - Online Advertising - Affiliate Marketing Metrics, Dashboards <b>Client Overviews</b>	Chapter 5, 8	Final – Case 1
June 1	Marketing and Branding Business-to-Business Mktg. Prototyping - Shopping Carts and Tools <b>Peer Review</b>	Chapter 6, 7 <i>Digital Habitats</i>	
2	Web Site Architecture Building a Business	Chapter 9, 10, 11	Draft – Case 2
3	Mobile Devices Media Transformation <i>Capitalism: A Love Story (video)</i>	Chapter 12 Handouts <i>Third World America</i>	Final – Case 2
<b>WEEK 3</b>			
6	Future Trends Convergence and Lifestyle Policy <b>Peer Review</b>	Chapter 13 <i>Metaverse Roadmap</i> <i>Wikinomics</i>	Draft of project
7	Course Evaluations <b>Client Presentations</b>		Final Projects Case 3

**Note: There are no exams or quizzes in this course.**