



Spring 2007
Sections 70 & 71 Online

Important Information

Professor: Dr. R. Nicholas Gerlich
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This is a dynamic document! It will be updated frequently. Please visit this page regularly!

Last updated: 07 December 2006.

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Communications:

For the best means of communicating with me, I strongly encourage you to use the CourseMail option in WTONline, or dial my cell phone number. I am reachable pretty much 24/7 (but please remember that I do need to sleep!). In recognition of our changing lifestyles, I try to be available every day of the week. The only time I turn off my ringer is during meetings, church, and a few various other times. Please feel free to contact me.

Disabilities:

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Disability Support Services and to contact the faculty member in a timely fashion to arrange for suitable accommodations.

Required Texts:

E-Commerce Management (2003) by Sandeep Krishnamurthy.

Course Description and Objectives:

This course will examine the relatively new field of electronic commerce. Students will be introduced to the concept in general terms, and then exposed to the numerous facets of this emerging field. At semester's end, students will be on the cutting edge of the field.

Specifically, the objectives for the course are as follows:

1. Students will demonstrate the knowledge and understanding of e-commerce, as evidenced by their scores on three examinations.
2. Students will show their ability to apply the concepts taught in class via a group project.

College of Business Writing Component:

Students earning a BBA degree must complete at least one course with a writing component outside of their major as part of the business core requirements. The College of Business writing component is a requirement in the following courses: ACCT 3311, ACCT 4315, CIS 3312, CIS 4355, ECON 4312, ECON 4361, FIN 3350, FIN 4321, MGT 4333, MGT 4370, MKT 3342, MKT 3350, QBA 4331 (general business majors must take QBA 4331). Students in a writing component course are explicitly required to demonstrate knowledge of communication skills. Specific objectives may include but are not limited to the following concepts put forth by the National Business Education Association: (1) ability to organize a written and an oral message coherently and effectively, (2) ability to use technology for communication, (3) ability to research a topic, prepare a report, and present the findings to all organizational levels, and (4) ability to demonstrate critical-thinking skills. Specific course requirements and the role of the writing component with respect to student grading policy are at the discretion of the course instructor of record.

Grade Policy:

Your grade will be determined in the following manner:

<p style="text-align: center;">3 Exams @ 100 points=300 Group Project=200 Online Homeworks 10 @ 10 pts=100 Class Participation=200 Total=800</p>
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Grades will NOT be curved at the end of the term, nor at any other time. The grade you will receive is the direct result of your efforts and outputs in this class. ALL students must read the Policy Statement below regarding grades, cheating, and other classroom procedures.

A = 720-800	B = 640-719	C = 560-639	D = 480-559	F = 0-479
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Exams:

There will be three exams given during the semester. They are NOT cumulative. These exams will be conducted entirely online. Content of the exams is limited to the materials preceding that exam. I will provide information prior to the exam pertaining to what type(s) of questions to expect, and how to access the exam. Rescheduling of exams will be at the discretion of your professor. Exams will be done as a group activity, using the same persons that are in your group for the semester project.

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Homeworks:

There are ten homeworks due at various times through the semester. All homeworks are due by 11:59pm Central Time on the date listed. You may submit your homework early if you wish.

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Group Project:

Please view the information in the Group Project Information area of this site for complete information. Team rosters will be posted after 26 January 2007.

Class Participation:

It is expected that each student will participate in Bulletin Board discussions. Your regular and active participation is required! Twenty-five percent of your grade will be derived from your performance in this one component.

MKT3350 is one of the writing-intensive courses in the College of Business curriculum. As such, you will be doing a lot of writing this semester.

There are various ways to participate in the Bulletin Board:

- (a) I will regularly toss out general discussion questions. You can respond to me and/or your peers who respond.
- (b) I will post my Daily Blog, featuring essays on anything and everything, from marketing and e-commerce to buyer behavior, economics, culture and society, new items, church, life in general, and more. It won't take you long to figure out that I teach from my blogs. You can respond directly to me and/or to your peers who respond. The Daily Blog is now available in one common location for *all* of my courses, so you will be able to read comments from everyone. And, if you are enrolled in two or more of my courses this semester, you need not to double (or triple) duty for participation...it counts across the board.
- (c) You may initiate your own threaded discussion. It's your board as much as it is mine, so have fun on it.
- (d) You may respond to threaded discussions launched by your peers.
- (e) I will also periodically post topics to the separate Course Bulletin Board. The same procedure applies.

As you can see, there is a lot of room for your participation here. Sometimes the volume will be overwhelming. Do your best to keep up with the conversation by checking in regularly. Still, I do *NOT* require you to respond to every single posting. Do as much as you can, but also have a life.

Bear in mind that you are being graded on both quantity and quality. Do not think it will suffice to merely type one-sentence responses and expect it to count a lot. I will use the search feature in our board to track each person's contributions. You will also be compared to your peers, so you should view this as somewhat competitive. For a benchmark, last semester it took 90-100 posts to get full credit in the Class Participation department.

My goal is to fully engage each student in this course. If you are willing to be an active participant in this component of the course, I am sure you will find the entire class to be a rewarding experience.

NOTE: Please limit yourself to replying to topics that are 5 or fewer days old. I am unable to dig through each and every original posting looking for new replies once we get into week 2 and beyond. That said, I read each and every posting you make, using my "rolling" 5-day window.

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Online Lectures

Your lectures are all available from this website. There are 22 "units," all accessible from the Lessons area of this site.

Week Of	Reading	Unit
16 Jan	ch 1	Unit 01: Introduction
23 Jan	ch 2	Unit 02: A New Paradigm
		Unit 03: Taxonomy of E-Comm
		Unit 04: Pros/Cons of E-Comm
30 Jan	ch 3	Unit 05: Designing the Business Model
06 Feb	ch 4	Unit 06: Types of Business Models
13 Feb	ch 5	Unit 07: Auction Sites
20 Feb	ch 6	Unit 08: Building Traffic
27 Feb	ch 7	Unit 09: Elements of Successful Sites
		Unit 10: Site Enhancement & Customer Service
		Unit 11: Web Demographics & Consumer Behavior
		Unit 12: Sticky, Viral, and Magnetic
		Unit 13: How to Get Started
06 Mar	ch 8	Unit 14: Distribution & Logistics
		Unit 15: Personalization
20 Mar	ch 9	Unit 16: Permission Marketing
27 Mar	ch 10	Unit 17: Pricing & Distributing Digital Products
03 Apr	ch 11	Unit 18: Online Community
10 Apr	ch 12	Unit 19: Online Research
17 Apr	ch 13	Unit 20: E-Society
24 Apr	ch 14-15	Unit 21: The Legal Environment
01 May	ch 16-17	Unit 22: The Future

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Homework Links:

Please note the following Homeworks and their due dates. The Homeworks are accessible by drilling down through the Lessons area of this site.

Homework	Date Due
Homework #1	26 Jan 2007
Homework #2	02 Feb 2007
Homework #3	09 Feb 2007
Homework #4	23 Feb 2007
Homework #5	02 Mar 2007
Homework #6	09 Mar 2007
Homework #7	30 Mar 2007
Homework #8	13 Apr 2007
Homework #9	20 Apr 2007
Homework #10	27 Apr 2007

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Exams:

Please note the following exams and relevant dates. Exams are accessible by drilling through the Lessons area of this site.

Exam	Date Available
Exam #1	15 Feb 2007
Exam #2	05 Apr 2007
Exam #3	03 May 2007

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Peer Evaluation Form

The Peer Evaluation form is available by viewing the Group Project Information page. You are asked to complete this form voluntarily to appraise the contributions of your group members on the exams and the project.

Grading Policies

I do not believe in "curving" grades. In other words, you get what you deserve. I abide strictly by the grade scale listed in the course syllabus. There will be no free points, no free grade adjustments, no lenience. Period.

If you are having difficulty with the course during the semester, you should consider dropping the course. But if you do decide to abandon the course, for whatever reason, you must actually withdraw from it. Do not ask me to give you a "withdrawn--passing" grade at semester's end. Any student for whom there are missing data (exams, projects, etc.) with no indication that the course was officially dropped, will receive a failing grade for the course (or whatever grade is appropriate given their cumulative total).

I will not tolerate any form of cheating, which can take the form of copying from others during exams, plagiarizing, sharing, etc. For any assignment or exam for which you have cheated you will receive the most severe penalty available under university rules. This will be at minimum a score of 0 for the said exam or assignment.

I will not respond to pleas at semester's end for additional points, extra consideration, etc. If you feel there has been a mistake on my behalf regarding the posting of your grades, you may feel free to contact me, and I will investigate the matter. Under no circumstances, however, will I make adjustments simply for your benefit.

Finally, if you are having difficulty completing the course because of health problems (yours or that of close family members), or other personal matters, it is your responsibility to meet with me to discuss your options.

Obligatory Stuff:

SCHOLASTIC DISHONESTY

It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the university's Academic Integrity Code .

PHYSICAL OR EDUCATIONAL ACCESS

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Disability Support Services and to contact the faculty member in a timely fashion to arrange for suitable accommodations.

EVACUATION STATEMENT (in case you find yourself on-campus)

If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assemble area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651-5000 or 911). In the event an evacuation is necessary: evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the

evacuation process should bring this to the attention of the instructor at the beginning of the semester.

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