

syllabus

MKT6352
Section 70
Summer I 2006

Important Information	
Professor:	Dr. R. Nicholas Gerlich (Prof Bio)
Office Location:	Classroom Center 315C
Cell Phone:	806.683.6489
Office Hours:	By Appointment Only

This is a dynamic document! It will be updated frequently. Please visit this page regularly! *Last updated: 20 July 2006.*

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:

Internet Marketing (2004) by Rafi A. Mohammed, Robert J. Fisher, Bernard J. Jaworski, and Gordon J. Paddison.

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 two examinations.
2. Students will show their ability to apply the concepts taught in class via a group project.

Grade Policy:

Your grade will be determined in the following manner:

2 Exams @ 100 points	200
Group Project	200
Class Participation	200
Total	600

You will be assigned a username and password for accessing your grades. PLEASE record this information so that you do not have to ask me later in the semester for your access codes.

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 = 558-600	B = 516-557	C = 474-515	D = 432-473	F = 0-431
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Exams:

There will be two exams given during the term. These exams will both be provided online, and are thus open-resource. You will have at minimum 96 hours to complete these exams. The exam will consist of challenging essay exams, with the expectation that students will rely heavily on the internet as a research tool. It is also expected that students will be able to prepare cogent responses that are grammatically correct. Please note: **These two exams will be done in your project groups.** You will need to communicate between members, work independently, and then bring it all together electronically to submit one paper for the group. More instructions will accompany your first exam. You need only submit one copy of your exam per group.

Group Project:

Please visit the MKT6352 Project documents page [here](#) for complete information. Group rosters can be viewed [here](#) after 05 June 2006.

Online Discussion:

You are required to participate in the Bulletin Board (BB) discussions. I will be posting new topics regularly (and keeping track of participation). Please check this area of the course regularly, and be prepared to contribute your thoughts. It is OK for there to be vertical communication (prof-to-student, and vice-versa) as well as horizontal communication (student-to-student). I encourage you to not just respond in a one-way dialog as you respond to my questions. I also encourage you to launch discussions of your own accord, and not wait for me to be the initiator all of the time.

You should also interact among your fellow classmates and comment on their postings, as well as make your own postings to launch a new topic. It is also OK for us all to have disagreements on issues as long as we do so in a civil fashion. Please do not feel like you need to always agree with me (or impress me) with your statements. I am more concerned that you post your well-articulated comments for all to read (and that you reply to others).

Remember: This component of your grade makes up 33% of your grade. You need not respond to every discussion question, but you should contribute on a regular basis to be in the running for full credit. Furthermore, your replies must be well-prepared, not just simple "yes" or "no" responses.

There are TWO aspects of the BB:

(a) Specific Marketing topics presented by either me or you, usually pertaining to the week's topic.

(b) My Daily Blog, which is a regular posting of anything and everything I happen to be thinking that day. These may be reviews of stores or manufacturers, ethical issues, and even some non-business topics.

You should participate in both aspects of the BB. As mentioned above, I do not expect you to agree with me on everything. This may especially be true in the Daily Blog postings. There is no dishonor in stating an opinion that diverges from mine. We hold each other accountable.

Let me make this point clear: You need to be an active participant in the Bulletin Board area to do well in this course. This is a writing-intensive class. By immersing yourself in the discussions, you will find yourself taking away far more than you could in a standard campus course. I guarantee it. You do not necessarily need to "live" here at the course site, but you do need to check in frequently.

In order to earn a solid "A" in this portion of your grade, it will take 90-100 postings in a long semester, and 50-60 postings in an 8-week summer term term (and they must be more than just one-sentence comments). Budget your participation accordingly. While you need not respond to something each and every day, I do request as a matter of courtesy and grading convenience for me that you not go back more than 5 days in time. I read each and every post, but simply cannot sift through weeks worth of discussions once the semester unfolds.

For what it's worth, I use the little search feature in the Bulletin Board to track each person's postings. This makes it fairly simple for me at term's end to see everything you have posted organized from most recent to oldest.

Online Lectures

Your lectures are all available from this website. There are 17 "units," all accessible from the drop-down menu in the upper-right corner of your screen.

Week Of	Reading	Lecture
29 May	ch 1-2	Unit 01-02-03
05 June	ch 3-4	Unit 04-05
12 June	ch 5-6	Unit 06-07
19 June	ch 7-8	Unit 08-09
26 June	ch 9-10	Unit 10-11
03 July	ch 11-12	Unit 12-13
10 July	ch 13-14	Unit 14-15
17 July	ch 15-16	Unit 16-17

webslices:

Have fun reading my ever-expanding number of vignettes that capture what's being done online today.

webslice	Featured Site
webslice #1	Cereality
webslice #2	Chipotle
webslice #3	TV-B-Gone
webslice #4	Gateway Church
webslice #5	Woot!
webslice #6	Active.com
webslice #7	Zoomerang
webslice #8	A9.com

Exams:

Click the links below to reach your exams.

Note: Information of exam availability will be sent via email at least one week prior to the scheduled exam. Prior exams remain available for your viewing until the current exam dates, at which time they

will be replaced by the new exam questions.

Exam Link	Date Available
Exam #1	22 June 2006 8am
Exam #2	20 July 2006 8am

Peer Evaluation Form

Please click [here](#) to access the Peer Evaluation form. You are asked to complete this form voluntarily to appraise the contributions of your group members on the exams and the project. I use these forms to make adjustments, if necessary, in the final grades of students. The only way to face a grade reduction is if your peers deem your work to be unsatisfactory. You should keep records of the work you do with your group in the event there is a grade reduction. That said, as long as you maintain regular contributions to your group's efforts, your grade is secure.

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.

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