American Public University System

The Ultimate Advantage is an Educated Mind

School of Business

MKTG303
Strategic Internet Marketing
3 Credit Hours
8-Weeks

Prerequisite(s): None

Please see the Lessons area in the classroom for additional course specific information

Table of Contents

<table>
<thead>
<tr>
<th>Course Description</th>
<th>Course Scope</th>
<th>Course Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Objectives</td>
<td>Course Outline</td>
<td>Course Delivery Method</td>
</tr>
<tr>
<td>Academic Services</td>
<td>Policies</td>
<td>Turnitin.com</td>
</tr>
</tbody>
</table>

Course Description (Catalog)

Strategic Internet Marketing is a study of the concepts of Internet business models and how general managers must formulate and execute successful strategies in order to gain, defend, or reinforce a competitive advantage in the face of the Internet. Students will learn about the concepts and tools needed to analyze Internet business models for pure play Internet start-ups and incumbent bricks and mortar firms. This course covers Internet properties, value configurations, culture, ethics, demographics, international marketing and emerging public policy issues to include privacy and security. Topics include web page analysis, intelligence agents and the hardware and software tools necessary for Internet commerce.

Course Scope

This course will help the student understand the basic factors of how marketing has been affected and changed by the introduction of the Internet. The various readings, assignments, and discussion Forum topics will help the student to explore how organizations are creating and implement various marketing strategies with the use of the Internet and today’s technology.

Course Materials

<table>
<thead>
<tr>
<th>Book Number</th>
<th>Author</th>
<th>Book Title</th>
<th>Publication Info</th>
<th>ISBN</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG303</td>
<td>Mary Lou Roberts</td>
<td>Internet Marketing: Integrating Online and Offline Strategies</td>
<td>Atomic Dog, Southwestern, 2007</td>
<td>0-759-39278-1</td>
</tr>
</tbody>
</table>
STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

**Course Objectives**

1. Explain the operation of Internet technology from a marketing perspective
2. Analyze Web Page design from a marketing perspective.
3. Explain the major Internet marketing and business strategies, concepts and terms.
4. Analyze web sites in terms of Internet marketing strategies and tools
5. Analyze business models and case studies.
6. Construct business strategies to gain, defend, or reinforce a competitive advantage in the face of the Internet.
8. Explain customer relationship management (CRM) and issues of privacy and security related to Internet marketing.
9. Explain international web marketing strategies.
10. Conduct web-marketing research.

**Course Outline**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic(s)</th>
<th>Learning Objective(s)</th>
</tr>
</thead>
</table>
| 1.   | Foundations of Internet Marketing (Part 1) | • Identify and examine current business models and strategies  
• Describe and discuss the history of the Internet  
• To understand the nature of the marketing and technological infrastructure required to support Internet marketing activities. |
| 2.   | Foundations of Internet Marketing (Part 2) Components, | • List and discuss the properties of the Internet  
• Describe and discuss the impact of the Internet on the 5-Cs  
• Identify and discuss the components of a business model  
• To examine social and regulatory issues that impact the industry globally including, but not limited to, the issue of consumer data privacy. |
| 3.   | Foundations of Internet Marketing (Part 3) | • Discuss how various stakeholders profit from technological changes  
• Examine and explore the taxonomy of business models  
• To explore the strategic and operational aspects of information-based marketing programs on |
4 Internet Strategies and Programs (Part 1)

- Examine and discuss the value chain, value shop and value network
- To explore the strategic and operational aspects of information-based marketing programs on the Internet:
  a) for a variety of products and services
  b) in consumer, business and not-for-profit markets
  c) in countries around the globe
d) using integrated marketing strategies that include the Web as either an informational or a transactional medium or both.

5 Internet Strategies and Programs (Part 2)

- Determine and discuss the valuing and financing an Internet Start-Up
- Examine the appraisal of business models

6 Internet Strategies and Programs (Part 3)

- Examine and explore the competitive and macro environments
- To explore the strategic and operational aspects of information-based marketing programs on the Internet:
  a) for a variety of products and services
  b) in consumer, business and not-for-profit markets
  c) in countries around the globe
d) using integrated marketing strategies that include the Web as either an informational or a transactional medium or both.

7 Evaluating Performance and Opportunities (Part 1)

- To explore the strategic and operational aspects of information-based marketing programs on the Internet:
  a) for a variety of products and services
**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

<table>
<thead>
<tr>
<th>8</th>
<th>Evaluating Performance and Opportunities (Part 3)</th>
</tr>
</thead>
</table>

- b) in consumer, business and not-for-profit markets
- c) in countries around the globe
- d) using integrated marketing strategies that include the Web as either an informational or a transactional medium or both.
  - To explore the strategic and operational aspects of information-based marketing programs on the Internet:
    - a) for a variety of products and services
    - b) in consumer, business and not-for-profit markets
    - c) in countries around the globe
    - d) using integrated marketing strategies that include the Web as either an informational or a transactional medium or both.
      - Complete the Final Examination

### Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

### Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

- [Drop/Withdrawal Policy](#)
- [Plagiarism Policy](#)
- [Extension Process and Policy](#)
- [Disability Accommodations](#)
STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Grading Scale
Please see the Student Handbook to reference the University’s grading scale.

Citation and Reference Style
Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Late Assignments
Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that “life happens” but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class.

Netiquette
Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- Technology Limitations: While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- Humor Note: Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-) , : ), 😊

Disclaimer Statement
Course content may vary from the outline to meet the needs of this particular group.
STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan**: The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books**: You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals**: The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com**: AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations**: Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.


The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

**Turnitin.com**

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.