

App. 3-6-07
Senate Info. 3-27-07

16-42

Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Received

FEB 19 2007

Liberal Studies

Course: MKTG 439 Internet Marketing

Instructor(s) of Record: Krish Krishnan and Raj Garg

Phone: 724-357-2522

Email: krishnan@iup.edu

Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1- A5.

[See Attached Sheet For Responses]

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?
2. How will each objective in the course be met using distance education technologies?
3. How will instructor-student and student-student, if applicable, interaction take place?
4. How will student achievement be evaluated?
5. How will academic honesty for tests and assignments be addressed?

B. Submit to the department or its curriculum committee the responses to items A1-A5, the current official syllabus of record, along with the instructor developed online version of the syllabus, and the sample lesson. This lesson should clearly demonstrate how the distance education instructional format adequately assists students to meet a course objective(s) using online or distance technology. It should relate to one concrete topic area indicated on the syllabus.

Step Two: Departmental/Dean Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative




Signature of Department Designee

2/19/07.

Date

Endorsed:



Signature of College Dean

2/19/07

Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

Gail Schmitt 3-6-07
Signature of Committee Co-Chair Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: Provost Approval

Approved as distance education course

Rejected as distance education course

C. Samuel 3/6/17
Signature of Provost Date

Forward form and supporting materials to Associate Provost.

Undergraduate Distance Education Review Form

MKTG 439 Internet Marketing

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

Krish Krishnan:

- Developed and taught the first online course in Marketing (MKTG320) for three years
- Attended advanced workshops offered by IDC
- Has made several presentations on the use of multi-media techniques in WebCT to College of Business faculty and in IDC organized special presentations.
- Developed and team taught two other online Marketing courses (MKTG320 and MKTG421)
- Has taught Internet Marketing course and related special topics over the last 5 years.
- Published articles in this area and made several national and international conference presentations in this field.

Raj Garg:

- Developed and currently one of the designated instructor of the second edition of online MKTG320 course.
- Attended IDC seminars and has expertise in Web Broadcast presentations using Microsoft Producer for PowerPoint in a WebCT environment.
- Has taught Internet Marketing course and Special Topics in E-Business Strategies at IUP
- Has made conference paper presentations in this field in major national and international conferences.
- Currently Editor of: Journal of Digital Business

2. How will each objective in the course be met using distance education technologies?

Please refer to the attached syllabus of record for the list of course objectives. The online version of the syllabus has been modified in the "Evaluation Methods" section specifically to meet the accomplishment of the course objectives using WebCT online tools. How each of the course objectives will be achieved through the online course is described below:

(1) Demonstrate an understanding of the marketing dimensions of doing business on the Internet.

The marketing dimensions of doing business on the Internet are covered in the text book and supplemental readings of the thirteen chapters/topics of the course. Each of these topics will also be presented in the form of a multi-media online lecture within WebCT. Student learning of the knowledge and comprehension of the concepts, terms, models, theories and methodologies in each topic will be tested with online chapter quizzes consisting of both multiple choice and short answer questions. Students will demonstrate the accomplishment of this objective by taking thirteen chapter quizzes, one at the end of each topic.

(2) Show application skills in formulating and implementing Internet based product, pricing, promotion and distribution strategies.

Application skills in this case involve the ability to solve marketing mix decision problems by choosing product/price/promotion/distribution alternatives in different Internet marketing scenarios. The text and online exercises will expose the students to a number of websites showing real business examples of how these concepts are applied by different businesses. Outcomes assessment for this objective will be done by "applications" questions (short answer type question involving a practical scenario). Each topic of the course also has a corresponding video case and

students will submit three mini case reports to demonstrate their ability to analyze an Internet marketing case and propose managerial solutions.

(3) Explain the role of Internet in better serving customer needs and building a competitive advantage

This is a synthesis objective which is achieved by the students reading the supplemental reading materials provided in WebCT content module and viewing the online video cases demonstrating real world Internet marketing examples and then demonstrating their competency to transition from traditional marketing to Internet marketing strategies through both the short answer questions in quizzes/tests (superficially designed to probe this) as well as case analysis reports on how companies transition to Internet marketing to develop competitive advantage.

(4) Discuss and debate a wide range of ethical, global and social issues of marketing on the Internet.

The concepts and applications involving ethical, global and social issues are discussed in the chapter text, readings and online lectures in each topic. Accomplishment of this objective is assessed through student postings on "Discussion Questions" in the 'discussion tool' of WebCT. Discussion questions deal with ethical dilemmas in Internet marketing, cultural and global controversies in the implementation of Internet marketing strategies by global companies.

(5) Demonstrate the competence to develop and implement the Internet marketing plan for a business or non-profit organization

Putting together a basic Internet Marketing plan involves analyzing a marketing scenario and coming up with effective marketing mix strategies involving Internet marketing elements for that scenario. Students will be exposed in the text and video cases to actual internet marketing examples and how they have been successfully implemented. Students will be tested in their ability to put elements of internet marketing plan together through the case study submissions.

3. How will instructor-student and student-student, if applicable, interaction take place?

Synchronous Interactions

- There will be three designated one hour interactive sessions using "LIVE CLASSROOM" tool in WebCT using Horizon Wimba. Three of the video cases will be discussed in a "live format" with the instructor leading the case discussion. Students will participate using microphones and or typing tools. Participation will be graded. (Instructor-Student-Student interaction)
- WebCT Chat tool will be used for office hours at designated times. More than one student can participate in this specially designated chat room. The objective here is to assist students with their assignments etc. in a live online discussion format using typing tool. Chat tool will also be used to "talk" with individual students in a specially designated "individual counseling" room when requested by the student.

Asynchronous Interactions:

- Discussion Tool of WebCT to post/debate discussion questions on selected topics. (Student-Student-Instructor)
- WebCT email system to communicate with individual students, answer their questions and encourage participation. (Student-Instructor). All emails will be answered within 48 hours.
- A special discussion topic called "About Course Questions/Comments" will be maintained for students to raise general questions about the course that both the instructor and other students can answer. This will sound as a public forum for course related issues and concerns.

4. How will student achievement be evaluated?

- Thirteen WebCT online quizzes; one at the end of each chapter/topic as outlined in the syllabus; quizzes will contain multiple choice questions and short answer questions.
- Five Discussion Postings on discussion topics dealing with global issues, ethical issues and cultural issues involved in internet marketing.

- Three mini case report submissions to demonstrate application skills in Internet marketing.
- One short research paper summarizing current trends in any one area of internet marketing.

5. How will academic honesty for tests and assignments be addressed?

- Each student will be administered a different randomly selected set of questions for each quiz from a large test bank of questions for each chapter.
- Fixed date and time for each quiz and a fixed allotted time for completion for each quiz.
- One questions at a time administration and Java script to prevent copying and transmission of quiz questions while the test is being taken. Results and correct answers will be released only after the quiz deadline is over.
- Quiz contains short answer questions which allow evaluation of depth and sophistication of student understanding of the concept/topic.
- Research paper will be subject to 'plagiarism check' using "Turnitin.Com".
- Use of discussion postings and mini case reports in student assessment enhances academic integrity and validity of overall assessment of student accomplishment.

Syllabus of Record

MKTG 439 Internet Marketing

3 lecture hours 0 lab hours, 3 credits (3c-01-3cr)

Prerequisite: MKTG320 or equivalent

I. Catalog Description

Prerequisites: MKTG 320

This course presents a strategic framework for developing marketing strategies on the Internet. It extends the Marketing Mix framework to E-Commerce using current theories and applications in online product, online pricing, web based marketing communication, and distribution strategies. Other topics include marketing research on the Internet, electronic retailing, Internet based customer relationship management, and legal-ethical dimensions of e-marketing. Students will use Internet based online marketing cases.

II. Course Outcomes:

Students will be able to:

1. Demonstrate an understanding of the marketing dimensions of doing business on the Internet.
2. Show application skills in formulating and implementing Internet based product, pricing, promotion and distribution strategies.
3. Explain the role of Internet in better serving customer needs and building a competitive advantage.
4. Discuss and debate a wide range of ethical, global and social issues of marketing on the Internet.
5. Demonstrate the competence to develop and implement the Internet marketing plan for a business or non-profit organization.

III. Course Outline

- A. Introduction to Internet Marketing (3 hours)
 1. Nature and scope of the digital economy
 2. Introduction to E-Business Models
 3. New Rules for E-Marketing
 4. E-Marketing Challenges and Opportunities
- B. Internet User Characteristics and Behavior (3 hours)
 1. Researching Internet User Demographics
 2. Business-to-Business Markets
 3. Consumer web navigation behavior
 4. Internet Market Segmentation Variables
 5. Global trends in Internet commercial usage
- C. Marketing Research on the Net (3 hours)
 1. Marketing Intelligence using the Net
 2. Internet based marketing research techniques
 3. Web based survey research
 4. Ethics of Online Research
- D. Product Strategies on the Net (3 hours)
 1. Creating customer value online
 2. A taxonomy of Internet Products and Services
 3. Value Chain model of new product development
 4. B2B service models
- E. Online Pricing Strategies (3 hours)
 1. The Internet as Efficient Market
 2. Real-Time Pricing
 3. Auction pricing models
 4. International dimensions of Internet pricing

Test#1 (1.5 hours)

- F. Internet based Marketing Communications (3 hours)**
 - 1. Integrated Marketing Communications Framework
 - 2. Hierarchy of Effects model and the Internet
 - 3. Characteristics of Internet as a communication medium
 - 4. Audience Measurement Issues
- G. Marketing Communications Mix on the Net (3 hours)**
 - 1. Internet Advertising
 - 2. Sales Promotion Activities on the Net
 - 3. Direct Marketing through e-mail
 - 4. Public Relations Activities on the Net
 - 5. Personal Selling through an interactive medium
- H. Distribution and Logistics dimensions of Internet (3 hours)**
 - 1. Functions of e-distributors
 - 2. Channel conflicts in e-marketing
 - 3. Dis-intermediation and re-intermediation models
 - 4. Internet based logistics support models
- I. Traffic and Brand Building on the Web (3 hours)**
 - 1. The battle for web traffic
 - 2. Domain names
 - 3. Portal Presence
 - 4. Web sites and URL placement
- J. Customer Relationship Management (3 hours)**
 - 1. Building Customer Relationships
 - 2. Building B2B relationships and role of EDI
 - 3. Virtual Community building strategies
 - 4. Guarding Consumer Privacy

Test#2 (1.5 hours)

- K. The E-Marketing Plan (3 hours)**
 - 1. Creating a seven step E-Marketing Plan
 - 2. E-Marketing objectives and strategies
 - 3. Marketing oriented web site design
 - 4. Evaluating E-marketing plan implementation
- L. Legal, Ethical and Public Policy Dimensions (3 hours)**
 - 1. The problems of self regulation in E-Marketing
 - 2. Privacy Issues
 - 3. Copyright and Trademark Issues
 - 4. Role of Government in E-Trade
 - 5. Global-Cultural conflicts in E-Marketing
- M. Technological Issues in E-Marketing (3 hours)**
 - 1. Multimedia and bandwidth issues
 - 2. Database Marketing
 - 3. Content Filtering
 - 4. Transaction Security Issues
 - 5. Agent Technologies and their applications

Final Exam will be administered during the final exam week

IV. Evaluation Methods

For Undergraduate Students:

Two tests during the semester	40%
Final Examination	30%
Three assignments/written case studies (in groups of two)	30%

Attendance Policy:

Although there is no formal attendance requirement policy for this class, regular attendance and participation in class discussions and exercises is critical for achieving course objectives.

V. Required Textbook

Strauss, Judy, Adel El-Ansary and Raymond Frost, E-Marketing, 4th Edition, Prentice Hall, 2006.

VI. Special Resource Requirements

Classroom must be equipped with Internet access and display capabilities for the teacher. Students must have access to Internet for 2 hours per week outside of class hours.

VII. Bibliography

Books:

Chase, Larry, Essential Business Tactics for the Net, John Wiley & Sons, 1998.

Coupey, Eloise., Marketing and the Internet: Conceptual Foundations, Prentice Hall, 2001.

Hanson, Ward, Principles of Internet Marketing, South-Western College Publishing, 2000.

Reedy, J., Schullo S., and Zimmerman, K., Electronic Marketing, Hartcourt College Publishers, 2000.

Tapscott, Don, The Digital Economy: Promise and Peril in the Age of Networked Intelligence, McGraw-Hill, 1996.

Turban, Efarim, Dave King, and Dennis Viehland, Electronic Commerce: A Managerial Perspective, Prentice Hall, 2006.

Vassos, Tom., Strategic Internet Marketing, Que Corporation, 1996.

Journal Articles:

1. Why do people avoid advertising on the internet? By: Chang-Hoan Cho; Cheon, Hongsik John. **Journal of Advertising**, Winter 2004, Vol. 33 Issue 4, p89-98.
2. Monitoring and measuring digital influence. By: Bernstein, Andrew. **Public Relations Tactics**, Jan 2005, Vol. 12 Issue 1, p13-15.
3. A new model of marketing. By: Court, David C.. **McKinsey Quarterly**, 2004 Issue 4, p4-8.
4. What Americans like about being online. By: Stafford, Thomas F.; Gonier, Dennis. **Communications of the ACM**, Nov 2004, Vol. 47 Issue 11, p107-13.
5. Online ads coming of age. By: Doonar, Joanna. **Brand Strategy**, Nov 2004 Issue 187, p24-27.
6. Strategic Responses to New Technologies and Their Impact on Firm Performance. By: Lee, Ruby P.; Grewal, Rajdeep. **Journal of Marketing**, Oct 2004, Vol. 68 Issue 4, p157-172.
7. Recruitment for online access panels. By: Göritz, Anja S.. **International Journal of Market Research**, 2004 Quarter 4, Vol. 46 Issue 4, p411-426.
8. The Effects of Web Operational Factors on Marketing Performance. By: Yuan-shuh Lii; Lim, Hyung J.; Tseng, L. P. Douglas. **Journal of American Academy of Business**, Cambridge, Sep 2004, Vol. 5 Issue 1/2, p486-495.
9. Modeling Purchase Behavior at an E-Commerce Web Site: A Task-Completion Approach. By: Sismeiro, Catarina; Bucklin, Randolph E.. **Journal of Marketing Research**, Aug 2004, Vol. 41 Issue 3, p306-324.
10. A comparison of response characteristics from web and telephone surveys. By: Roster, Catherine A.; Rogers, Robert D.; Albaum, Gerald; Klein, Darin. **International Journal of Market Research**, 2004 Quarter 3, Vol. 46 Issue 3, p359-74.
11. Advances in e-procurement: A focus on the product/buying situation. By: Sain, Branko; Owens, Jonathan D.; Hill, Jonathan D.. **Management Services**, Jun 2004, Vol. 48 Issue 6, p10-16.
12. Pricing convergence between dot.coms and hybrids: Empirical evidence from the online toy market. By: Fang-Fang Tang; Gan, Lydia. **Journal of Targeting, Measurement & Analysis for Marketing**, Jun 2004, Vol. 12 Issue 4, p340-353.
13. A Mixture Model for Internet Search-Engine Visits. By: Telang, Rahul; Boatwright, Peter; Mukhopadhyay, Tridas. **Journal of Marketing Research**, May 2004, Vol. 41 Issue 2, p206-15.
14. "Listening In" to Find and Explore New Combinations of Customer Needs. By: Urban, Glen L.; Hauser, John R.. **Journal of Marketing**, Apr 2004, Vol. 68 Issue 2, p72-88.
15. The influence of virtual direct experience (VDE) on on-line ad message effectiveness. By: Griffith, David A.; Qimei Chen. **Journal of Advertising**, Spring 2004, Vol. 33 Issue 1, p55-69.
16. Pushing and Pulling on the Internet. By: Kumar, V.; Shah, Denish. **Marketing Research**, Spring 2004, Vol. 16 Issue 1, p28-36.
17. Internet Technology as a Tool in Customer Relationship Management. By: Ab Hamid, Noor Raihan; Kassim, Norizan. **Journal of American Academy of Business**, Mar2004, Vol. 4 Issue 1/2, p103-110.
18. Digital Content Marketing: A Literature Synthesis. By: Koiso-Kanttila, Nina. **Journal of Marketing Management**, Feb 2004, Vol. 20 Issue 1/2, p45-66.
19. Measurement of Service Quality in Internet Banking: The Development of an Instrument. By: Jayawardhena, Chanaka. **Journal of Marketing Management**, Feb 2004, Vol. 20 Issue 1/2, p185-208.
20. Customer relationship building on the internet in B2B marketing: a proposed typology. By: Harrison-Walker, L. Jean; Neeley, Sue E.. **Journal of Marketing Theory & Practice**, Winter 2004, Vol. 12 Issue 1, p19-36.
21. Does Culture Matter?: Identifying Cross-national Dimensions in Japanese Multinationals' Product-based Websites. By: Okazaki, Shintaro. **Electronic Markets**, Jan 2004, Vol. 14 Issue 1, p58-70.
22. Executive Insights: Use of the Internet in International Marketing: A Case Study of Small Computer Software Firms. By: Moen, Øystein; Endresen, Iver; Gavlen, Morten. **Journal of International Marketing**, 2003, Vol. 11 Issue 4, p129-50.
23. Internet Pricing, Price Satisfaction, and Customer Satisfaction. By: Yong Cao; Gruca, Thomas S.; Klemz, Bruce R.. **International Journal of Electronic Commerce**, Winter 2003, Vol. 8 Issue 2, p31-46.
24. Marketing online banking services: The voice of the customer. By: Sarel, Dan; Marmorstein, Howard. **Journal of Financial Services Marketing**, Dec 2003, Vol. 8 Issue 2, p106-19.
25. Investigating Internet Channel Opportunities And Challenges: Managers' Experiences Across Five Industries. By: Rohm, Andrew J.; Milne, George R.. **Journal of Managerial Issues**, Winter 2003, Vol. 15 Issue 4, p467-486.

Syllabus

MKTG 439 Internet Marketing (Online Course)

Instructor Information

Name: Dr. Krish S Krishnan
Email: krishnan@iup.edu
Office location: 301 Eberly College of Business
Office hours: See Course Calendar on WebCT for Online Office Hours using Chat Room
Phone: 724-357-2522
Biography: Dr. Krishnan is a Professor of Marketing and Director of MBA Program in the Eberly College of Business and Information Technology. His academic background includes a bachelor's degree in Chemical Engineering, MBA (Marketing & Operations Management) and a doctorate in Marketing from Katz Graduate School of Business, University of Pittsburgh. Before joining IUP in 1986 he served as a marketing faculty at Penn State University, University of Louisville and University of Pittsburgh. His teaching and research interests include Marketing Strategy, E-Commerce and Internet Marketing, Quantitative Methods in Marketing and Online Buyer Behavior. He has served as a consultant to several major area corporations as well as start-up companies.

Course Information

Course title: MKTG 439 Internet Marketing
Course number: MKTG 439 Section 8B1 (For Business Majors) 8NB (For Non-Business Majors)
Course discipline: Marketing
Course description: This course presents a strategic framework for developing marketing strategies on the Internet. It extends the Marketing Mix framework to E-Commerce using current theories and applications in online product, online pricing, web based marketing communication, and distribution strategies. Other topics include marketing research on the Internet, electronic retailing, Internet based customer relationship management, and legal-ethical dimensions of e-marketing. Students will use Internet based online marketing cases
Course date: Summer 2007
Location: Online using WebCT
Prerequisite(s): MKTG 320 Principles of Marketing or equivalent course

Textbook

Required : Strauss, Judy, Adel El-Ansary and Raymond Frost, E-Marketing, 4th Edition, Prentice Hall, 2006.

Course Method

The course will cover 13 chapters from the text with the following tasks and time requirements for each chapter:

1. Read Chapter Text (30 minutes/Chapter).
2. View/Listen to the Multimedia Presentation Lecture for the Chapter (30 Minutes).
3. Do the Chapter Practice Quiz; "Concept Check" first and then "Concept Challenge"; these are not graded (25 minutes).
4. Go through the "Chapter Lecture Notes" material to review the concepts presented in the lecture. (20 minutes)
5. Read the "Additional Article" for the Chapter and take notes on important points. (25 minutes)
6. View the video case for the chapter and accompanying video case notes and questions. (20 minutes)
7. Take the Chapter Test at designated time (30 minutes)
8. Post your comments on the discussion question or read postings by others and comment on these (10 minutes)
9. Complete any assignments/case study reports as designated in course calendar.
10. See WebCT Calendar & WebCT Content Module For course topic details.

Grading Policy

Grading System:

1	Online Chapter Tests 12 out of 13	50%
2	Mini Case Reports (3)	20%
4	Discussion Posts (5)	15%
5	Research Paper	15%

Additional information:

1. A "high speed" internet connection with a PC with sound capabilities is recommended. To view video case studies and power point presentations Quicktime or RealAudio or Windows Media Player software is required on the system. It is preferable that you have Microsoft Word and PowerPoint on your system.
2. No extensions of deadline for "Practice Quiz" and "Chapter Test" is possible. One "missed quiz/test" (or lowest score among the 13) will be 'dropped' in computing the quiz and test averages for the course; additional missing quizzes/tests will be scored zero.
3. Late submission of assignments will be subject to a "10 point" penalty; assignments not submitted within 7 days

- of the deadline will be graded zero.
4. Check the course homepage and course regularly for course announcements and submission deadlines.
 5. Discussion postings must be completed within the chapter deadline after which discussion sections will be closed. Missing discussion postings will be scored zero.
 6. Practice Quizzes can be attempted twice and results including correct answers are available for review immediately.
 7. Final grade will be decided on a curve with grade cut off points determined by overall class average.

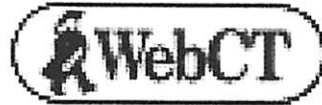
Course Topics

- A. Introduction to Internet Marketing
 1. Nature and scope of the digital economy
 2. Introduction to E-Business Models
 3. New Rules for E-Marketing
 4. E-Marketing Challenges and Opportunities
- B. Internet User Characteristics and Behavior
 1. Researching Internet User Demographics
 2. Business-to-Business Markets
 3. Consumer web navigation behavior
 4. Internet Market Segmentation Variables
 5. Global trends in Internet commercial usage
- C. Marketing Research on the Net
 1. Marketing Intelligence using the Net
 2. Internet based marketing research techniques
 3. Web based survey research
 4. Ethics of Online Research
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 1. Creating customer value online
 2. A taxonomy of Internet Products and Services
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- F. Internet based Marketing Communications
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 2. Hierarchy of Effects model and the Internet
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 2. Sales Promotion Activities on the Net
 3. Direct Marketing through e-mail
 4. Public Relations Activities on the Net
 5. Personal Selling through an interactive medium
- H. Distribution and Logistics dimensions of Internet
 1. Functions of e-distributors
 2. Channel conflicts in e-marketing
 3. Dis-intermediation and re-intermediation models
 4. Internet based logistics support models
- I. Traffic and Brand Building on the Web

1. The battle for web traffic
 2. Domain names
 3. Portal Presence
 4. Web sites and URL placement
- J. Customer Relationship Management**
1. Building Customer Relationships
 2. Building B2B relationships and role of EDI
 3. Virtual Community building strategies
 4. Guarding Consumer Privacy
- K. The E-Marketing Plan**
1. Creating a seven step E-Marketing Plan
 2. E-Marketing objectives and strategies
 3. Marketing oriented web site design
 4. Evaluating E-marketing plan implementation
- L. Legal, Ethical and Public Policy Dimensions**
1. The problems of self regulation in E-Marketing
 2. Privacy Issues
 3. Copyright and Trademark Issues
 4. Role of Government in E-Trade
 5. Global-Cultural conflicts in E-Marketing
- M. Technological Issues in E-Marketing**
1. Multimedia and bandwidth issues
 2. Database Marketing
 3. Content Filtering
 4. Transaction Security Issues
 5. Agent Technologies and their applications



MKTG 439
Internet Marketing
Prof. Krish Krishnan



Chapter 3: Marketing Research on the Net

Instructions for this chapter

1. Read Chapter 3 from the course text book.
2. Download and print a "handout" version of the PowerPoint from the content section.
3. Next view/listen to the multi-media PowerPoint lecture presentation of the chapter. You must have a computer equipped with sound/speakers as well as high speed internet connection. While viewing the lecture take notes on your handout.
4. Read the end of chapter mini case: SatMetrix and review the end of case questions.
5. View the video case SatMetrix by clicking on the link in the content section.
6. Read the additional article for the chapter from the content section.
7. Take the Chapter 3 Test (at the time designated in the WebCT calendar) using the WebCT Quiz Tool from the "Course Menu". Test will contain both multiple choice questions and short answer questions.
8. Post your comments on the discussion topic "Digital Divide" in the Discussions Section of WebCT before the specified deadline; You should read the original discussion question posted by the instructor and then either post an original comment or comment on one of the earlier comments. You should read all comments already posted before posting your opinions.
9. Submit a 2 page mini-case report containing your analysis and recommendations for the SatMetrix case. Use the end of case questions as a guideline to prepare your report. Reports must be uploaded in the assignment section before the specified deadline.
10. Check WebCT calendar for the date/time for the "LIVE CLASSROOM" session for this chapter. Your contributions to the discussion at the end of the Live Classroom session will count for extra points in your grade. Check your computer with the Live Class room wizard to make sure you have it set right to function with Live Classroom. Access to microphone is recommended.
11. If you have any questions about this chapter or have any challenges to official answers

Chapter 3 Sample Lesson Plan

to quiz questions please use the WebCT email to communicate with me.

12. If you need to discuss the case report or any other aspects of this chapter please meet me in the WebCT chat room at the time designated in the WebCT calendar for office hours.

Chapter Content

- A. Ch.3 Power Point File For Download
- B. Turn your computer sound/audio on and click here to view video case -> SatMetrix Video Case
- C. Chapter Three Additional Article: Pros and Cons of Online Surveys
- D. Visit the Website www.clickz.com ; go to the "Stats" section of this site and review the section on Top 100 web advertisers; Comment on the key success factors for one of the advertisers in the discussion section.



MKTG 439
Internet Marketing
Prof. Krish Krishnan



Chapter 3: Marketing Research on the Net

Instructions for this chapter

1. Read Chapter 3 from the course text book.
2. Download and print a "handout" version of the PowerPoint from the content section.
3. Next view/listen to the multi-media PowerPoint lecture presentation of the chapter. You must have a computer equipped with sound/speakers as well as high speed internet connection. While viewing the lecture take notes on your handout.
4. Read the end of chapter mini case: **SatMetrix** and review the end of case questions.
5. View the video case **SatMetrix** by clicking on the link in the content section.
6. Read the additional article for the chapter from the content section.
7. Take the Chapter 3 Test (at the time designated in the WebCT calendar) using the WebCT Quiz Tool from the "Course Menu". Test will contain both multiple choice questions and short answer questions.
8. Post your comments on the discussion topic "Digital Divide" in the Discussions Section of WebCT before the specified deadline; You should read the original discussion question posted by the instructor and then either post an original comment or comment on one of the earlier comments. You should read all comments already posted before posting your opinions.
9. Submit a 2 page mini-case report containing your analysis and recommendations for the SatMetrix case. Use the end of case questions as a guideline to prepare your report. Reports must be uploaded in the assignment section before the specified deadline.
10. Check WebCT calendar for the date/time for the "LIVE CLASSROOM" session for this chapter. Your contributions to the discussion at the end of the Live Classroom session will count for extra points in your grade. Check your computer with the Live Class room wizard to make sure you have it set right to function with Live Classroom. Access to microphone is recommended.
11. If you have any questions about this chapter or have any challenges to official answers

Chapter 3 Sample Lesson Plan

to quiz questions please use the WebCT email to communicate with me.

12. If you need to discuss the case report or any other aspects of this chapter please meet me in the WebCT chat room at the time designated in the WebCT calendar for office hours.

Chapter Content

- A. [Ch.3 Power Point File For Download](#)
- B. Turn your computer sound/audio on and click here to view video case -> [SatMetrix Video Case](#)
- C. Chapter Three Additional Article: [Pros and Cons of Online Surveys](#)
- D. Visit the Website www.clickz.com ; go to the "Stats" section of this site and review the section on Top 100 web advertisers; Comment on the key success factors for one of the advertisers in the discussion section.