



Fachhochschule Worms  
University of Applied Sciences

UNIVERSITY OF SOUTH ALABAMA

MITCHELL  
COLLEGE of BUSINESS



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University of Applied Sciences



## Internet Marketing Fall 2011



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**Course description:** An examination of electronically interactive processes and transactions involved in satisfying the needs of consumers, businesses, and government through marketing planning, consumer research, segmentation, and Implementation of marketing strategies in order to accomplish corporate objectives.

**Purpose of the Course:** This course is designed to enhance your understanding and appreciation of the use of technology to fulfill the needs of both businesses and consumers. The course facilitates your learning of how businesses can utilize the technology infrastructure to initiate, replicate, and complement transactions with consumers.

**Reading Materials:** PPT slides and discussion notes provided.

**Learning Objectives:** By the end of the term, you should be able to demonstrate:

- Understanding of the use of the technological infrastructure in order to fulfill marketing functions;
- Understanding of the factors that affect Internet marketing;
- Understanding of dynamics of 'Net based transactions.

**Class Discussion Schedule:** Visit <http://bit.ly/ekV6yQ> for details.

**Learning Philosophy and Policy:** You can accomplish the learning objectives in this course by a combination of tasks including:

- Reading/studying content from the PPT slides and class discussion notes;
- Reviewing discussion questions;
- Completing other learning activities, if any;
- Relating course content to the real world via examples.

This is a **VOLUME** course. Therefore, you need to keep up with the subject matter on a daily basis. Given the online format of this course and associated time constraints, you need to be dedicated to the self-study aspect of the course.

**Learning Assessment Policy:** Your learning of the course content and your performance will be assessed with help of a comprehensive exam and learning activities (if any). Total points would be 100. The exam will include essay questions based on materials provided. In order to ace this class,

you should have the motivation to keep up with subject matter by reviewing and studying class discussion materials. For important details regarding the exam, please download the “sample exam” file from the site.

<b>Evaluation Item</b>	
Comprehensive exam & others activities, if any.	100 points

**Academic Dishonesty:** Any dishonesty related to academic work or records constitutes academic misconduct including, but not limited to, activities such as giving or receiving unauthorized aid in exams/ cases/assignments improperly obtaining a copy of an exam/case/assignment, plagiarism, misrepresentation of information, etc. Penalties range from loss of credit for a particular assignment to failing grade in the entire course.