

CASPER COLLEGE COURSE SYLLABUS
(INET 1490 01 – Introduction to Internet Marketing)

Semester/Year: Fall/2007

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Class Time: 9:00am to 9:50am

Days: M-W-F

Room: BU310

Instructor's Name: Todd Cotton

Instructor's Contact Information:
BU109

Office Phone: 307-268-3045
Office Phone: 307-268-2273

Email:
tcotton@caspercollege.edu

Office Hours:

M & W - 8:00am-9:00am, 4:00pm-6:00pm

Friday - 8:00am-9:00am

T-Th - By Appointment

Course Description: This course will teach Students about the ever changing world of marketing on the World Wide Web. The Web is the first marketing tool on earth that allows for instant networking to billions of potential customers within a personalized relationship model. As businesses the world over transform their advertising resources to take advantage of this phenomenon, Web marketing is becoming an increasingly valuable and powerful tool.

Statement of Prerequisites: N/A

Goal: Upon completion of the course, Students will have a firm grasp on the tools used to market a service, product or event on the Web. They will study how ROI (Return on Investment) can be evaluated in an effort to create value for the customer as well as the company.

Outcomes: Upon completion of the course, Students will have a firm grasp on the tools used to market a service, product or event on the Web. They will study how ROI (Return on Investment) can be evaluated in an effort to create value for the customer as well as the company.

Methodology: Lecture, Online Research, Video, Critique, Hands-on Experience, etc.

Evaluation Criteria: Course assignments will be given during each preceding class based on the attending course outline.

1. The Student will be expected to fully participate in the daily discussions and lecture class sessions.

(1/4 grade based on a 100 point grading scale)

2. Attendance, participation and depth of discussion and research will be subjectively evaluated by the Instructor.

(1/4 grade based on a 100 point grading scale)

3. A written Mid-Term Examination.

(1/4 grade based on a 100 point grading scale)

4. A written Final Examination.

(1/4 grade based on a 100 point grading scale).

(100 to 90% = **A**, 89 to 80% = **B**, 79% to 70% = **C**, 69% to 60% = **D**, 59% or less = **F**)

Required Text, Readings, and Materials: Unfettered access to the World Wide Web and purchase the book, *Internet Marketing and e-Commerce* by Ward Hanson, Kirthi Kalyanam in Casper College Bookstore.

Class Policies: Last Date to Change to Audit Status or to Withdraw with a W Grade: (college deadline)

Attendance policy: Attend class...

Student Rights and Responsibilities: Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command: If you have any issues with this class, you should first contact the Instructor in order to solve the problem. If you are not satisfied with the solution offered by the Instructor, you should then take your problem through the appropriate chain of command starting with the Department Head (Georgia Wheatly), then the Division Chair (Liz Ott), and lastly the Vice President for Academic Affairs (Dr. Carmen Simone).

Academic Dishonesty - Cheating & Plagiarism: Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct.

ADA Accommodations Policy: It is the policy of Casper College to provide appropriate accommodations to any student with a documented disability. If you have a need for accommodation in this course, please make an appointment to see me at your earliest convenience.

Calendar or schedule indicating course content:

Viewable online at <http://www.caspercollege.biz/classes.html>

Please be aware that it may be updated periodically with more detailed information.