Master Course Syllabus Outline

Department: Management, Marketing and Administrative Systems
Course Prefix/Number: MKTG 319
Course Title: Internet Marketing
Master Syllabus Approved by Department on: 12/1/08

I. Catalog Description: An application-based course on the utilization of the Internet, e-mail, and the world wide web for commercial purposes. In the course students will examine e-commerce techniques and database management for both business-to-customer and business-to-business activities as well as construction of effective web pages and other marketing strategies for both.

II. Prerequisites: MKTG 314 and CIS 103.

III. Expanded Course Description: This course combines the study of marketing with its application to the cyber world of the internet and the world wide web. Students will be involved with application-based projects designed to demonstrate the use of internet-based technology with basic marketing principles. The course will demonstrate how to market products in an internet based environment. Strategies and techniques for using the world wide web to market products to firms and end use customers will be introduced. This course serves as a marketing elective for marketing majors. This course could also be an elective for students who have met the prerequisites.

IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral).
At the conclusion of the course the student will be able to:

Students completing this course will learn about marketing in today’s high tech world of e-commerce.
Students will gain experience in using internet-based computer applications to create a marketing presence in cyber space.
Students will learn the basics of web page creation and publishing for the purposes of e-commerce.

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:
VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

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Signature  Date