University of Delaware
Alfred Lerner College of Business & Economics
Department of Business Administration

BUAD477: Information Technology Applications in Marketing
Syllabus
Spring 2006

Professor: Alex Brown
Class Times: Section 012: Monday & Wednesday (2.30-3.45pm)
　　　　　　　Location: Purnell Hall 329

Office Hours: 1 – 2 pm
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Website/Blog address: http://infotechspring06.blogspot.com/

COURSE DESCRIPTION

This course is designed to meet the needs of marketing majors by providing them with an understanding of the impact of information technologies on marketing strategies and practice. Through lectures, discussions, and projects, students gain a basic understanding of how the Internet and Information Systems are used in marketing.

Some basic familiarity with computers and common Internet languages (e.g., HTML) and tools (e.g., web browsers, e-mail, search engines) is assumed; however, a brief review and/or links to useful resources will be provided. This class involves the construction and maintenance of blogs, participation in Wikipedia and use of a news reader (Bloglines).

LEARNING OBJECTIVES

Course readings, discussions, lectures, projects, and exams are designed to:

1. Introduce students to important terms and concepts germane to the use of information technologies for marketing,
2. Provide students with a basic understanding of the technologies influencing current marketing practices,
3. Enhance students' abilities to recognize and critique Internet business models and formulate Internet marketing strategies,
4. Advance students' knowledge of the role that information systems can and should play in formulating and implementing marketing strategies,
5. Improve students' accuracy in predicting the likely impact of emerging technologies on marketing strategy and practice, and
6. Most importantly, provide students with hands-on experience with web 2.0 technologies: blogs, wikis and newsreaders.

Battelle, John, "The Search," Portfolio, ISBN: 1-59184-088-0
Scoble, Robert; Israel, Shel, "Naked Conversations," Wiley, ISBN: 978-0-471-74719-2

Brown, Alex, "Hackers, Hits and Chats", http://www.udel.edu/alex/dictionary.html

The books can be purchased at any bookstore, but you should consider purchasing online at amazon.com or barnesnoble.com. *Hackers, Hits and Chats* is a dictionary that serves as background content for the entire class. It also links to respective entries in *Wikipedia*. Class materials will be produced each week which will link to the dictionary. You will also be required to read materials from the 'blogosphere' (listed under 'required blogs' in the course blog). Since the uses of IT for marketing purposes are constantly evolving, I reserve the right to post additional readings on the course blog.

REQUIREMENTS

To earn credit for this course, you will be required to complete a Personal Data Sheet, Wikipedia Project, Blog Project, Midterm Exam (In-Class), Final Exam (In-Class), and Peer Evaluation.

Personal Data Sheet (PDS)

The PDS is intended to provide me with a brief biographical sketch of all students enrolled in the course. You are required to complete a PDS so that I can get to know you and your classmates. The PDS will help me tailor the course content according to your interests and current knowledge of marketing and IT. <u>Please submit your completed PDS today at the end of class</u>. <u>The PDS is attached to this syllabus.</u>

Forming a Group

For the Blog Project, you will be assigned a group. This assignment will be provided during the first class period. As a team member, you will be required to comment on your team members' blogs as well as post a couple of articles on your own blog that reference articles from your team members' blogs.

Blog Project Class Blog: http://infotechspring06.blogspot.com/

You will need to set up and maintain an account at two different websites: you will use www.blogger.com to create your blog and www.bloglines.com, a news reader, to subscribe and read the required blogs for this course. Both these accounts are FREE! Details on how to do this are given below.

Each student is required to create a 'blog' which you will use to cover class content throughout the course. This will include two introductory articles; articles on postings read from the blogosphere (4); articles on your wikipedia work (16); articles on course material we cover (4); search engine optimization tests; and articles responding to your teammates' articles (2).

How do I create the blog?
You are **required** to use http://www.blogger.com as your blog platform as it is free, easy and hosted. You are **required** to select 'dots dark', a template designed by Douglas Bowman, for your blog (**this is an absolute requirement for your blog**.)

How to set up your blog?

1. Sign up for an account on http://www.blogger.com
2. Create the URL and name for your blog (you can change the name later, the URL is permanent)
3. Select the template ('dots dark') You must select a template or your blog cannot be created. You will need to scroll down to select this template.
4. Start posting (i.e. it really was that simple to create the blog).

Each student is also required to set up an account on Bloglines in order to manage the blogs and news subscriptions. You are required to subscribe to the blogs listed on the course blog under the title: 'required blogs'; the class blog; your team-mates' blogs and a google blog search result. The account needs to be made 'public'. Once you make it public, email me the URL. The details on how to create the bloglines account and make it public are given below.

What do I do on Bloglines?
- Set up an account on Bloglines.
- click on the 'my feeds' tab.
- click on 'Add'
- key in the URL of the blog to which you are subscribing, click subscribe
- click ... again, you are now subscribed

How do I make my Bloglines account public?
To make your subscriptions public (required for this project and allows me, and others, to see your subscriptions. I need to see it in order to evaluate your project):
- click the 'share' tab
- click the hyperlinked 'profile' (second sentence)
- click 'blog settings' (horizontal nav.)
- key in a username
- click 'yes' for show my blog
- save changes
- your url for your public subscriptions will be:http://www.bloglines.com/public/username

Project Scope
You are required to accomplish the following throughout the course of the semester with your blog:
- Set up your blog and your bloglines accounts (Wednesday, February 15)

- Create an introductory post, which includes a hyperlink to an outside resource (the University of Delaware for example). (Wednesday, February 15)

- Subscribe to all the required blogs, in your bloglines account (Monday, February 20)

- A second introductory post that explains the purpose of the blog, being a part of this course project. This post should include a link to this blog. (Monday February 20)

- Minimum of one post per week throughout the semester (includes wikipedia posts, course work posts, blogosphere posts and team mate posts)
.
- Four posts, commenting on blog postings you read from the 'required blogs' list. Two of these posts must come before spring break. Two posts after spring break. Each post must include the permalink of the posting you are referencing.

- Four posts, commenting on class material we cover and adding additional insights, links from the web. These posts must reflect content covered the week the posts are published. Two of these posts must come before spring break. Two posts after spring break.

- Two posts, commenting on blog postings submitted by your class mates class material or blogosphere posts. Each post must reference your classmate's post by including its permalink. At least one post should be published before spring break.

- You are required to 'comment' 6 times throughout the semester on blogs of your team mates.

Comments are to be thoughtful responses to the entries posted by the blogger. Each blogger is also responsible for responding to the comments posted by classmates (and others who may comment). If you comment on blogs outside of this class I will ask you to provide me the URLs of the blogs at the end of the course so I can review your comments. Please keep a record of where you comment (specifically the permalinks of the specific entries will be useful). These outside comments can be used as part of the 6 comment requirement (you should add these blog links to your template and subscribe to the blogs).

- Your blog should include links, in the template, to each of your team mates' blogs. You also need to link to each of the 'required blogs' listed on the course blog, the wikipedia entries you are editing, and other relevant resources.

- Your blog should also include e-commerce related links which include google's adsense program, amazon's affiliate program and sitemeter, used to track page views and referrer stats.

- Extra credit 1: If you find your blog is in any of the following search engines (google, technorati or feedster), by the last day of class e-mail me the URL and I will add 1%.

- Extra credit 2: Take your current template and edit it to reflect the class template, add 1%.

Grading of the Blog
   I will ask you to email me at alex@udel.edu on or before the last day of class. This e-mail should include relevant links you will need to provide with respect to your blog project

work (appearance in google, site's you have commented on etc.). Your blog will be graded as follows:

- Overall Design 15%: This comprises the look and feel of the blog. It includes the extra links, consideration of the additional 'headers' used in the template and other resources and content linked to the template. The grade will be assigned based on the overall look of the design and how the design is impacted by the additional content that has been included and linked to from the template (other links, other blogs, affiliate programs, adsense programs, other content included in the template that helps add context to the blog etc.)
- Commenting: 15%: You will need to provide me all the blogs' URLs to which you have commented; this includes classmates' blogs as well as outside of class blogs. It would be helpful if you provided me the direct link (permalink) of the actual entries to which you commented. I will also determine how well you have responded to comments on your own blog.
- Content of your blog: 60%: This falls into two parts.
    - Content re: your posts: The quality of the posts (relevance to topics, writing style etc.), the frequency of the posts and the links provided within the posts.
    - Content re: what you add to your template (links and additional resources etc.) Additional content that has been included and linked to from the template (other links, other class blogs, other required blogs, sitemeter, affiliate programs, adsense programs, other content included in the template that helps add context to the blog etc.) Note, it is not a question of the more links and resources you have the better it must be, it is the quality of the links and resources and how they tie to your blog that is critical.
- Bloglines Subscriptions: 10%: You need to subscribe to:
    - The class blog
    - The required blogs listed on the course blog
    - Your team mates' blogs
    - You need to make your subscriptions public and make sure this is listed on this class site along with your blog, completed by **February 22.**
- *Extra credit:* If you find your blog is in any of the following search engines (google, technorati or feedster), by **last day of class** e-mail me the URL and I will add 1% of your project grade.
- *Extra credit:* A second extra credit assignment will be designed to allow you to explore more thoroughly the code in the blog template and 'morph' your template to the class template. More about this assignment will be addressed once we have discussed CSS in class. This will be required to be completed by **last day of class.**
- *The blog is worth 30% of your total grade.* Your blog project will be evaluated at 2 stages:
    - Stage 1: Work done till spring break will be evaluated and 10% of the grade will be awarded at that point.
    - Stage 2: Your blog project will be evaluated again after the last day of class and the remaining 20% of your grade will be awarded at that point.

Wikipedia Project

Read: http://en.wikipedia.org/wiki/Wikipedia:School_and_university_projects_-_instructions_for_students

Each student is required to identify four articles which you plan to edit throughout the course of the semester. You need to have your article selections approved by the instructor, and link each of your articles to your blog template. Each time you make an edit to an article, you will blog this edit, you will also create a final blog posting for each article that discusses the evolution of the article throughout the course of the semester. These postings are required by the last day of class, but should not be posted more than a week earlier. These posts should include not only the changes to the article overall, but the reactions from the wikipedia community to your changes.

Project Scope
    You are required to accomplish the following throughout the course of the semester with your wikipedia project:
• Identify four articles you plan to edit, e-mail me for approval (Wednesday, February 15)

• Create an account on Wikipedia, and add your articles to your 'watchlist' (Monday, February 20)

• At least one edit per week. Each article must be edited three times throughout the semester. Edits for a particular article cannot occur during the same week (i.e. multiple edits in one week will only count for one edit).   First edit should occur by (Monday, February 27)

• An edit should either: clean up grammar and typos (only one edit can be attributed to this task per article); add additional content; correct current content. You should blog your editorial work so your teammates and instructor know what you did. Make sure you are logged-in to your wikipedia account before you make your edits (wikipedia does allow edits from those who are not signed in).

• You are required to create a final blog posting to address each entry. This blog posting should discuss the evolution of the article since you began your edits. It should also include a distinction between your contributions and that of the wikipedia community, which may also include the reactions of the wikipedia community to your edits. These blog postings will be used by the instructor as a basis for grading your wikipedia work.

Grading of your Wikipedia work
    I will grade your wikipedia work once you have completed each of your final blog postings on each of your articles. These are due the last day of class, and not before a week before this date.

• Each article is worth 5%. You will be graded on your overall contribution to the article, as well as your blog postings that discuss your edits.

- You are required to submit three edits per article, for each edit you do not complete, you will lose 2%. Multiple article edits within one week count as one edit (assuming the same article).

Exams (Individual)

Two exams will be administered during the semester – a midterm and a final. In general, exam questions will focus on applying what you have learned, rather than verbatim recall and recognition. The midterm and final will utilize multiple choice questions to test knowledge of course material. The Exams will include relevant course materials supplied by the instructor, materials provided from the course blog, other relevant readings identified by the instructor, and guest speaker content. **The final exam will not be cumulative.** Both exams will be administered in class and completed individually. The midterm and final exam dates are listed on the Tentative Class Schedule on page 9 of this syllabus.

Peer Evaluations

For the group work, you will be required to submit a peer evaluation. This evaluation is worth **5%** of your final grade. The main purpose of this evaluation is to identify and penalize group members who fail to make satisfactory contributions to your team (free-riders). Primary responsibility for handling such "free-riders" will fall on the members of your group; I will intercede on the group's behalf under extraordinary circumstances only (only if the group brings it to my notice early in the semester). Peer evaluations will be due the last day of class. The Peer Evaluation Sheet is attached to this syllabus.

Class Attendance

Class attendance is worth **5%** of the grade. Class attendance will be determined as follows: I will take attendance for each class. For each class you miss over two class sessions, you will lose a percentage point. The only absences that are excused are the following: 1) medical reasons: This will require a letter from your doctor. 2) interviews: I understand how important it is to schedule interviews in your senior year. As long as you produce some proof of your interview (letter scheduling interview from prospective employer or email message scheduling interview), I will excuse your absence. You need to contact me ahead of the class time in order to be excused. Attendance points will not be awarded in any other circumstance.

GRADING

The proportional contributions of course requirements to final grades are as follows:

Wikipedia Project	20%	Individual Assignment
Blog Project	10%+20%	Individual Assignment
Midterm Exam (In-Class)	20%	Individual Assignment
Final Exam (In-Class)	20%	Individual Assignment
Peer Evaluation	5%	
Class Attendance	5%	Individual Assignment

All final grades will be determined using the scale below. I reserve the right to award grades higher than those determined by this scale, but will not lower grades for any reason. Any "curving" of grades will occur after the completion of all course requirements only.

A	93-100	B-	80-82	D+	67-69
A-	90-92	C+	77-79	D	63-66
B+	87-89	C	73-76	D-	60-62
B	83-86	C-	70-72	F	below 60

No forced distribution of final grades will be imposed. Thus, everyone in the class may earn a grade of "A" or no one may earn a grade of "A."

COURSE POLICIES

Classroom Etiquette. Students should conduct themselves in a professional and mature manner. This includes showing respect for the diverse opinions and experiences of all students. Offensive language or verbal attacks on other students is unacceptable and will not be tolerated. Please turn off your cell phones and pagers when you are in class.

Plagiarism. Unless explicitly noted by me in writing, all work submitted to fulfill course requirements must consist of original work prepared solely for this course and completed individually. Note: The instructor will pursue and punish any and all violations of the University of Delaware's Code of Conduct to the fullest extent possible.

Grading. To ensure that exceptional work is rewarded with exceptionally high grades, I will maintain very high standards for student performance. For all written and oral assignments, you do not start with 100% and lose points; rather, you start with a "C" and then gain or lose points based on the thoughtfulness and completeness of your work, and the extent to which you go above and beyond what is minimally required. (This grading policy is meant to prepare you for your career, as you are likely to be given minimal direction and will need to positively violate expectations to gain recognition and advancement).

Writing. All writing completed for the course, including e-mail, blog and wiki projects, and project critiques, should be carefully proofread and free of grammatical and typographical errors. When you borrow the ideas of others, you must also cite all of your sources (within the text and in a separate reference section). I reserve the right to penalize any and all instances of poor writing and failure to appropriately cite sources even if writing quality and source citation are not explicitly listed as grading criteria.

Late Work and Missed Exams. Unless otherwise noted, all course deliverables (e.g., projects) are due by the beginning of class on the date specified in the course schedule. Without my prior approval or a well-documented medical excuse, late work is penalized at a rate of 2% of the possible grade per hour that it is late. For example, if an assignment is submitted 18 hours late, the highest possible grade for the assignment is 64%. Students will not be allowed to makeup missed exams unless they: (1) provide a documented medical excuse or (2) obtain my consent for their absence at least 24 hours prior to the exam date/time.

Class Notes. I will be posting the class notes on the website a day or two before the day of class. There might be some changes to the class notes after the posting. Students are responsible for making those changes to their copy of the class notes.

GUEST SPEAKERS

From time to time, I will invite guest speakers who are subject matter experts. We will use skype in order to have those speakers present from remote locations.

TENTATIVE COURSE SCHEDULE

The schedule of topics and readings listed below is subject to change on short notice. When this occurs, you will be notified via an email and an updated schedule will be discussed in class and/or posted on the course blog. In fairness to students with very complex and demanding schedules, project due dates, assignment due dates and exams will be changed for extraordinary circumstances only.

Date	Topic	Required Readings	Project Due Dates
Feb. 8	Introduction to Course		PDS Due
Feb. 13	Background: History		
Feb. 15	Background: History		Set up Blog. First blog post. Set up bloglines account. Submit Wikipedia articles for approval
Feb. 20	How the web works	**Search: 1 - 4**	Second Intro Post on Blog. Subscribe to all required blogs in bloglines. Create wikipedia username
Feb. 22	Who uses the web: enterprises and consumers. For what purposes?	**NC: 1 - 4**	Make bloglines account public
Feb. 27			First Wikipedia edit completed and blogged
Mar. 1	Legal; Security and Privacy	**Search: 8**	
Mar. 6			
Mar. 8	Project Discussion	**NC: 5 - 9**	
Mar. 13	Taking Marketing Research to the Net		
Mar. 15	Database marketing; web analytics; cookies; personalization		Subscribe to search output in bloglines
Mar. 20	Review	**NC: 13 - 15**	
Mar. 22	**Midterm Exam**		2 postings from blogosphere; 2 postings from course; 1 from team mate due
Apr. 3	Review HTML and CSS		
Apr. 5	Product: What works well on the web?		**Blog Midterm Assessment**
Apr. 10	Product: That serve the internet community		
Apr. 12	Product: Open source; Mass Customization		
Apr. 17			
Apr. 19	Price: Pricing Models, Internet Ecomonics		Search engine optimization experiment to blog
Apr. 24			
Apr. 26	Place: Direct; Supply Chains		
May. 1			
May. 3	Promotion: Advertising business models; Viral; Word of Mouth Marketing		
May. 8			
May. 10	Promotion: Search Engine Marketing	**Search: 5, 10, 11**	
May. 15	Going Global		Final 2 articles from blogosphere, 2 from class and 1 from teammate due
May. 17	Final Exam		

Peer Evaluation Form
DUE BY 5 PM ON MAY 17, 2006

Your Name: _____   **Student ID (Last 5 Digits)_____**

Other Group Member Names: _____

Each group member must submit this peer evaluation form. ***Failure to do so will result in the student herself/himself getting a zero and the group members getting a 5***. <u>Although your names are written in this form, the information contained therein will be kept in the strictest confidence.</u>

You will assign **up to 5 points per group member** based upon their preparation and cooperation on the case analysis, student presentation and project. Please be fair. I will average the points of the respective group members to obtain their peer evaluation grade. For example, if there are 3 members in a group, **you will rate the two other members** *(excluding yourself)* and I will average the three scores each member will get to obtain their peer evaluation grade.

Please assign the 5 points to each member based upon a consideration of the following:
- Willingness of the individual to carry out jobs assigned
- Ability of the individual to meet deadlines
- Cooperation with group members
- Quality of the individual's work
- Individual's overall contribution

Below, please write the name of each of your group members. Then write the points next to each person's name. Write comments *only* if you feel explanation is needed for the points you have given.

Please do not rate yourself. Rate only your group members. Maximum 5 points per group member

S.No	Group Member Name	Points
1.		
2.		
3.		
4.		

Comments

_____

_____

_____

_____

_____

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PERSONAL DATA SHEET
BUAD477: Information Technology Applications in Marketing
SPRING 2006
<u>This sheet is due on February 8, at the end of class</u>

Name: _____

I prefer to be called: _____

Major: _____

Primary Email: _____

Work Experience:
_____

Major Career Interests:
_____

What are primarily looking forward to learning from this course?
_____
_____

What are your concerns or reservations about this course?
_____
_____

To what extent are you familiar with website construction?

      Not at all familiar   Somewhat familiar   Very familiar

Have you worked with HTML code before?

    Never worked with HTML   A couple of times   Frequently work with HTML code

To what extent are you interested to learning about website/blog/wiki construction/maintenance?

- o I really don't care (I'm taking this course only 'cos I have to)
- o Curious but not really interested (Since I am in this course already, let me see what it is all about!)
- o Very interested (I am doing this course only 'cos I wanna blogand learn wikis!)

Additional Comments:
_____

Signature_____

Thank you