

BUAD 477:
INFORMATION TECHNOLOGY APPLICATIONS IN MARKETING
Spring 2004

Professor: Dan Freeman
Class Times: Tuesday & Thursday
9:30 – 10:45am (Sect. 010)
11:00 – 12:15pm (Sect. 011)
Class Location: Purnell Hall, Room 324A
Office Hours: Tuesday 12:30 - 1:00pm, & Mon-Thur by appt.
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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, debates, and group projects, you will gain a basic understanding of how the internet and information systems are used by marketers.

Some familiarity with computers and common internet languages (e.g., HTML) and tools (e.g., web browsers, e-mail, search engines, databases) is assumed; however, a brief review and/or links to useful resources can be provided, if requested.

Learning Objectives

This course is 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 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, and
5. Improve students' accuracy in predicting the likely impact of emerging technologies on marketing strategy and practice.

Readings

The textbook listed below is required for this course:

Roberts, Mary Lou (2003), *Internet Marketing: Integrating Online and Offline Strategies*, New York: McGraw-Hill.

This book may be purchased at any of the bookstores where you purchase texts for UD courses. Since the uses of IT for marketing purposes are constantly evolving, I reserve the right to post additional required and recommended readings on the course homepage. If additional readings are posted, you will be notified via an email to the course listserv.

Requirements

To earn credit for this course, you will be required to complete a Personal Data Sheet, a group project, a group project critique, a debate and two exams.

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 in a timely manner. The PDS will help me to tailor course content according to your interests and current knowledge of marketing and IT. Please submit your completed PDS by Thursday, February 19. *Failure to complete and submit a PDS will result in a 10% reduction in your final course grade.*

Group Project. To gain experience in applying IT marketing concepts to real world business situations, you will be required to complete a project in a group of 3-5 students (group size will be determined by course enrollment). The topic for your project will be either: (1) an assessment of internet marketing strategy, OR (2) an assessment of customer relationship management strategy. Group members and topics will be determined via random drawing.

If you are assigned to complete an internet marketing strategy project, it will most likely require you to: (a) assess the extent to which a client organization is taking advantage of the properties of the internet to provide value to site visitors, (b) critique the site's underlying business model, (c) develop a plan for drawing traffic to the site, and (d) offer constructive feedback to help improve the site's design. I will select a client for the project based on a referral from the Delaware Small Business Development Center or a nonprofit organization. All members of the class will service the same client. Detailed requirements for the internet marketing strategy project will be discussed in class no later than Thursday, March 5.

If you are assigned to complete a customer relationship management strategy project, then you are likely to be required to: (a) identify mechanisms for a client organization to use in obtaining customer information, (b) specify the specific types of information that should be obtained, and (c) indicate how best to use available information to enhance the client's relationships with their customers. I will select a client for the project; all members of the class will service the same client. Detailed requirements for the customer relationship management project will be discussed in class no later than Tuesday, April 13.

Project Critique. As a marketer, it is important to be able to both develop your own ideas and critique those of others. The former skill will be required to successfully complete the group project. The latter will be needed to critique a project prepared by a team of your classmates. Critiques will be completed individually, or with one other person. You will be randomly assigned a project to critique subject to the constraint that you cannot complete and critique the same type of project. In other words, you will complete OR critique an internet marketing strategy project AND you will complete OR critique a customer relationship management project). Detailed requirements for project critiques will be discussed in class no later than Thursday, March 5.

Debate. A series of five debates will be held throughout the semester to discuss key issues related to the use of information technologies for marketing. At some point during the semester, you will be required to work in a group of 3-5 (size to be determined by course enrollment) to present the case for a randomly determined side of one of the debate topics. At some point during the semester, you will also be required to critique the performance of a debate team. Detailed requirements for debate presentations and critiques will be discussed in class no later than Tuesday, February 17.

Peer Evaluations. For the group project and debate, you will be required to submit a peer evaluation. The main purpose of this evaluation is to identify and penalize group members who fail to make satisfactory contributions to your team. 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. Peer evaluations will be due on the same day the group project is submitted or the debate is held. Failure to submit your peer evaluation by 5:00pm on the due date will result in the assessment of a late penalty (see below) against your individual project grade. Detailed requirements for peer evaluations will be discussed in class no later than Thursday, March 6.

Exams. Two exams will be administered during the semester – a midterm and a final. In general, exam questions will focus on applying what you’ve learned, rather than verbatim recall and recognition. The midterm will utilize multiple choice and short answer questions to test knowledge of course material presented prior to March 18. The final exam will also consist of multiple choice and short answer questions. However, while most of the questions on the final will address course material covered after the midterm, a significant portion of the final will be cumulative. Both exams will be administered in class and completed individually.

Class Participation. The ultimate success of the course depends heavily on your engagement with course material. Therefore, while participation is not required, you are encouraged to actively participate, and I reserve the right to raise students’ course grades if I believe that they have made extraordinarily valuable contributions through class participation. As a general rule, my assessment of participation value will involve a subjective weighting of the quality and the quantity of a given student’s contributions to the class.

Grading

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

Group Debate & Critique	17.5%
Group Project	25%
Project Critique	17.5%
Exams	40%
• Exam 1	• 16%
• Final Exam	• 24%

Grades will be posted periodically on the course website, allowing you to track your standing in the course. 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.” Past sections of this course have produced about 50% A’s and B’s and 50% C’s and below.

Course Policies

Plagiarism. Unless explicitly noted by me in writing it, all work submitted to fulfill course requirements must consist of original work prepared solely for this course and completed individually. Note: I 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 maintain very high standards for student performance. Consequently, I tend to award very few grades above 90% and I also tend to award numerous grades below 80%.

If you do a satisfactory job of meeting requirements for the group project, debate, etc. then you will earn a grade of 75% or "C." 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, written 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.

Extra Credit. In fairness to all students, *no extra credit will be offered.* Therefore, please ensure that all work submitted is your best.

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. As a general rule, I will not provide copies of my class notes. One of the most important skills you can acquire as an aspiring marketer is the ability to distinguish the important from the trivial. Therefore, you are solely responsible for taking notes during lectures and discussions. My notes will only be made available (i.e., during office hours or by appointment) to those students who notify me of an excused absence prior to class and/or provide a well-documented medical excuse.

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 to the course listserv, and an updated schedule will be discussed in class and/or posted on the course website. In fairness to students with very complex and demanding schedules, project and critique due dates, as well as scheduled debates and exams will be changed for extraordinary circumstances only.

Date	Topic	Required Readings	Assignment Due
Tues, Feb 10	Introduction to Course		
Thur, Feb 12	IT Marketing Overview & Internet Basics	Chapter 1	
Tues, Feb 17	New Economics of Information, Networks & Digital Environments	Chapter 2, Evans & Wurster	
Thur, Feb 19	Internet Business Models	Chapters 3 & 4	PDS
Tues, Feb 24	Debate 1: Internet Marketing - Evolution or Revolution?		
Thur, Feb 26	Debate 2: Webvan - Bad Idea or Bad Execution?	HBS Case	
Tues, Mar 2	Understanding the Internet Consumer, Distribute Specifications for Internet Marketing Project	Chapter 6	
Thur, Mar 4	Client Presentation on Internet Marketing		
Tues, Mar 9	Developing and Maintaining Effective Web Sites & Internet Branding	Chapters 7 & 9	
Thur, Mar 11	Project Workshop #1		
Tues, Mar 16	Developing and Maintaining Effective Web Sites: Examples or Guest Speaker		
Thur, Mar 18	EXAM 1		
	SPRING BREAK		

Tues, Mar 30	Database Marketing, Data Mining, Geographic Information Systems	Chapter 5	
Thur, Apr 1	Pick-Up Projects to Critique		IMS Projects
Tues, Apr 6	Guest Speaker: Database Marketing, Data Mining, GIS, &/or CRM		
Thur, Apr 8	Customer Relationship Development & Management, Distribute Specifications for CRM Project	Chapter 8	IMS Critiques
Tues, Apr 13	Client Presentation on CRM		
Thur, Apr 15	Project Workshop #2		
Tues, Apr 20	Measuring & Evaluating Web Marketing Programs	Chapter 10	
Thur, Apr 22	Measuring & Evaluating Web Marketing Programs II		
Tues, Apr 27	Debate 3: Database Marketing – Creator of Customer Value or Invasion of Privacy?		
Thur, Apr 29	Wireless Marketing	Chapter 15	
Tues, May 4	Debate 4: Wireless Marketing – Opportunity or Hype?		
Thur, May 6	Debate 5: Current Topic in IT Marketing		
Tues, May 11	Pickup Projects to Critique		CRM Projects
Thur, May 13	Emerging Technologies		
Tues, May 18	Course Summary & Final Exam Review		CRM Critiques
TBA	FINAL EXAM		