

Seminar in Marketing Technologies
MKTG 421
Fall 2013
Section 001

Professor: Dr. Mandeep Singh

Telephone: 298-2497, 298-1198 (message)

Class Meets: MWF 9 – 9:50

Office Hours: MWF 8:00 - 8:50 and MW 11-11:45
other times by appointment

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*“Marketing requires separate work, and a distinct set of activities. But, it is a central dimension of the entire business. It is the whole business seen from the point of its final result, that is, from the customer’s point of view. Concern and responsibility for marketing must permeate all areas of the enterprise.” Peter Drucker, *Management*.*

College of Business and Technology Mission

The Mission of the College of Business and Technology at Western Illinois University is to provide a focus for educational excellence which promotes the intellectual and personal growth of participants and enhances their contributions to individuals, organizations, and society. The College of Business and Technology is AACB accredited.

Course Text and Required Materials:

- All course related materials will be furnished in the WesternOnline environment.

Course Prerequisite

Principles of Marketing (MKT 327)

Course Background

“Web 2.0” is upon us swiftly transiting to Web 3.0 and what is being referred to as the semantic web. Digital channels are scooping up share, and marketers are wrestling with a whole new series of tools and challenges, whether it is blogs, social networking, user generated content, the transformation of video on the web, among many others.

In the face of this, the role of the CMO is fundamentally changing. Most organizations today are struggling to adapt to a fundamentally new paradigm in managing their brands, product portfolios and customer relationships. The implications on the marketing mix are undergoing real scrutiny.

Course Objectives

The objective of this survey course is to provide a strategic and analytical toolkit essential to the “new marketer” in managing through the complexity created by digital channels. The aim of the proposed course is to provide students with the exposure to the latest technological advances

being deployed by marketers. The intent is to help them understand and evaluate the impact of potential technologies on marketing strategy.

Marketing technologies affect every facet of the marketing function and consequently this redefines marketing strategy. Students will be exposed to how these technologies are changing how marketers' collect, handle, interchange, communicate, analyze, personalize and customize information, leading to cost reductions, more effective marketing procedures and improved customer satisfaction.

At the conclusion of this course you should:

- Understand the emergence of the semantic web
- Develop a comprehensive understanding of Web 2.0 and Web 3.0 technologies
- Develop a personal client based portfolio utilizing these technologies
- Gain an understanding of the competencies of the major Web 2.0 technologies
- Understand the optimal use and application of each of these technologies
- Know how marketers are using the technology to practice interactive marketing
- Understand how technology alters the process of product development, price setting, strategic targeting and positioning
- Understand how technology influences customer experience, customer interface, and relationships on the internet
- Understand the ethical, legal, and privacy related issues pertaining to these technologies

Please recognize that this is a hands-on course, where the focus is on purposeful deployment of technology to enhance the marketing efforts of various clients. Simply stated, the goal of this course is to introduce and immerse students in an environment that requires them to optimally construct and deploy technologies that further the marketing initiatives of organizations.

Grading

The grade you earn in this course will be based upon the sum of your scores on the following elements:

Exams: a midterm and a final exam will be administered during the course of the semester. Examinations are a combination of True/False, Multiple Choice, and Short Essays. All covered and assigned material is fair game. **There are no make-up exams**.** Please do not ask me to make an exception as there are none, and it will only embarrass you. The material for these exams will be drawn from the lectures, readings, class discussion, cases, and videos.

**The only exception to the no make-up policy lies in circumstances where-in a student has to be away from class to participate in some university sponsored activity (e.g., intercollegiate athletics, required out-of-town conferences etc.). Even in these instances, I expect you to inform me of an upcoming event well in advance and make alternative arrangements prior to the scheduled test. If you miss an exam for any other reason you will need to take the comprehensive final.

You must recognize from the outset that there is much more material in your reading assignments, cases, and related exercises than is possible to cover, repeat and develop in detail in class. Class discussions will concentrate on the most significant issues. Therefore it is imperative to understand that the exams will go into depth on what has been discussed in class and also on your assigned reading materials.

Assignments (250 Points)

One of the major objectives of the course is to help students develop a detailed understanding of some of the tools of the Web. Toward this end, students working either individually or in small groups (2 to 3 members) will be assigned multiple assignments throughout the semester. As previously stated the main thrust of this course is to deploy marketing technologies. The only way to develop a comprehensive understanding of a stated technology is by using and deploying the same.

Expect to have assignments associated with most topical areas covered in class. Assignments will have varying point values and specific guidelines for each will be furnished for each assignment. **Please note that late submissions do not exist and do not ask to hand in an assignment after the due date.**

Participation (50 Points)

This course is an upper division elective and has been structured to follow a seminar format. Readings are assigned prior to each class session and it is expected that each student will not only read the material assigned but also be willing to present and engage in a discussion relating to that material.

Please understand that this class is discussion based and will not work if you do not keep up with the readings at all times. Besides being able to present, each student is also expected to be an exceptional listener and participant in each of our meetings.

Prepared and constructive participation is expected. I recognize that some students simply do not like to speak out in class -- and that others are quick to take all the "air time" that is available. I do not want to penalize someone who in general is less inclined to talk in class. However, I do "cold call" and there is a difference between not being prepared to respond when called on and simply wishing to be less verbal. Students who show a pattern of not being prepared will be graded down on class participation.

Evaluating the quality of class participation is necessarily subjective. It is based on the direct substantive contribution of the participant. Some guidelines used in evaluating participation are captured by the following questions:

- Is the participant a good listener?
- Are the points made--or questions raised--relevant to the current discussion?
- Are points linked to the comments of others, but not just a restatement of a point that has already been made?
- Do comments contribute to the understanding of the situation?
- Is there a willingness to test new ideas or are all comments "safe" (repetition of assignment facts without analysis and conclusions?)
- Do comments and questions reflect a critical but open-minded weighing of alternatives and sometimes conflicting points of view, or are they limited to previously held beliefs?

I would urge you to consider subscribing to publications such as "Wall Street Journal, Business Week or Fortune" to keep abreast of the Industry. While I recognize that student budgets are constrained, I believe that this would be a valuable investment. Student signup sheets will be circulated in the first week of class.

Attendance:

Attendance in every class session is not mandatory--but class attendance is important and strongly encouraged. You are responsible for everything that is discussed in class, taken up in class, or handed out in class. I will generally hand out material only once.

If you miss a class, you do not need to provide me with an excuse. I recognize that there are many other pressures and legitimate issues that arise. Thus, you should not worry unduly if you miss one or two sessions. But, overall, there needs to be a pattern of responsible involvement in the course and in your own learning experience. ***Also, if you are not in class you miss out on the participation component of the grade. Missing more than two sessions will result in lowering of your participation grade by five points for each session missed.***

E-Mail Etiquette: I welcome e-mail based interaction from students when there is a legitimate reason. I do not appreciate e-mail queries that pertain to information that is made available on a consistent basis in class. I will not respond to e-mail correspondence that stems from your lack of attendance or being tardy. The following are some examples of queries that I will not respond to:

- What will we be covering in class?
- I missed class could you please detail what was covered?
- Will we be having a quiz in class?
- I missed class could you please e-mail my grade to me?
- What did I make on my exam?

Please recognize that in a typical semester I have approximately 100 students and responding to each query individually after it has been discussed in class is simply not viable.

A final note on grades: I feel strongly that your grades will reflect your overall effort and knowledge. Further, you should feel free to discuss your grades (or grade situation) with me along the way during the course of the semester.

Grade Component	Max. Points	Your Grade
Exam 1	100	
Exam 2	100	
Assignments	250	
Participation	50	
Total	500	

Grading Scale

The university has moved to a plus/minus grading system this fall and we will be using the following grading scale this semester. Please do not count on rounding up of grades:

Number of Points	Letter Grade
93% of maximum possible points or greater	A
90-92%	A-
87-89%	B+
83-86%	B
80-82%	B-
77-79%	C+
73-76%	C
70-72%	C-
67-69%	D+
63-66%	D
60-62%	D-
59.99% or lower	F

Students with Disabilities: In accordance with University policy and the Americans with Disabilities Act (ADA), academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. If you have a disability that requires accommodation, the instructor must have specific instructions from the Disability Resource Center (DRC) on appropriate accommodations for you. Without these instructions, the instructor cannot grant an accommodation. You are the only one who can request that the Disability Resource Center provide this guidance. The contact information for Disability Resource Center is as follows:

Office (DRC): 117 Seal Hall Ph: (309) 298-2512 Web page:
http://www.wiu.edu/student_services/disability_resource_center/

Academic Honesty: Each student is expected to complete his/her own work. Acts of academic dishonesty such as copying, plagiarism etc. will be severely penalized. Being unaware or not understanding that an action is academically dishonest does not suffice as adequate excuses. If you have questions about some action being academically questionable please consult me ahead of time. Please remember that you are expected to do your own work at all times. I would urge you to become familiar with the student academic integrity policy to ensure that you are in compliance at all times: <http://www.wiu.edu/policies/acintegrity.php#rnone>

What If I Need Help?

If you find that you are struggling, please seek me out as soon as possible. WIU offers a multitude of resources to help you succeed. I will also provide you with all possible help in facilitating your learning process. If you have a disability that requires accommodation, the instructor must have specific instructions from Disability Support Services (DSS) on appropriate accommodations for you. Without these instructions, he/she cannot grant an accommodation. You are the only one who can request that Disability Support Services provide this guidance. The contact information for Disability Support Services is as follows: 117 Seal Hall (309) 298-2512. Web page: <http://www.student.services.wiu.edu/dss/>

Some General Guidelines

- Please participate. What you put into the class will determine what you get out of it--and what others get out of it.
- Please come on time. Late arrivals disturb everyone else.
- Please keep up with the readings and assignments. It will make the class more interesting and more valuable to you.
- I am available for additional office hours by appointment.
- You are encouraged to use the University Library to supplement the assigned readings and to complete the case analysis. ILLINET provides access to the catalogs of several research facilities within the state. The Business Periodicals Index and Infotrack are some other sources worth perusing.
- Finally, I want this course to be a good experience for you. If you have criticisms of the course, the material, or my teaching, I hope you will let me know.

Proposed Technologies to be covered

- Web Pages analysis and development
 - Planning and Developing the Site
 - Defining the Site Objectives
 - Needs Assessment
 - Understanding the Audience
 - Gathering the Information
 - How the Target Market Affects the Development of the Web Site
 - Baseline: Design and Development
 - Navigation elements – search engines, site maps, tag clouds, and breadcrumbs
 - Page Layout
 - Graphic Design
- Understanding the Brand
 - a. Elements of the Brand
 - i. The Brand Promise
 - ii. The Brand Personality
 - iii. The Unique Selling Proposition
 - iv. Image
 - v. Consistency
- The Web's Place in Brand Building
 - The Web's Hybrid Status

- Individual Message Delivery
 - Increased Markets
 - Reinforcement of the Brand Message
 - Heightened Consumer Interaction
- Blogging
- Podcasting
- Deploying Social Networks
 - Overview of Social Media and Social Networking Sites
 - The rise of Social Media
 - Who is using Social Media and How?
 - Social Media Marketing
 - Social Media Optimization
 - Developing a Social Media presence
- You Tube as a marketing channel
 - Figuring out the Format
 - Who's Watching What
 - Video as a Social Media Tool
 - Web Based Video as a Marketing Tool
- Wikis, RSS, and Mash-ups
- Virtual worlds

The material and policies stated in this syllabus may be modified at the discretion of the instructor with due notice.