

**ELECTRONIC RETAILING
MKTG 4630.007 - INET
WebCT Vista
<https://webctvista.unt.edu/>
Spring 2006
Dr. Hasty**

Hi, welcome to the Electronic Retailing course via WebCT. There are approximately 400 students in my WebCT classes this semester. Therefore, the policies stated in the syllabus are very important and I adhere to them closely.

I hope you understand that you will be required to do as much work as you would in my on-campus live classes. You gain convenience but you must be self-disciplined to succeed. Some of you may have taken or are currently enrolled in one of my other on-line Web courses. Read each syllabus and the quiz/exam schedule carefully. Reminder: Your first exam is a SYLLABUS QUIZ, which counts in your grade!!! The syllabus quiz includes the assignment/quiz schedule, which is on the WebCT CONTENT PAGE and on my Web site as a separate item.

You must use your Eaglemail account to communicate with me (to activate your Eaglemail account go to <http://eaglemail.unt.edu>. Your user name is your EUID and your password is your social security number). I get hundreds of emails each day. IMPORTANT: I will not open your email coming from yahoo, AOL, hotmail, etc., even if it gets through the spam filters, since I will not know you are a student.

IMPORTANT: EMAIL ETIQUETTE AND VERY SPECIFIC REQUIREMENTS. This is a business course and the expectation is that you will conform to appropriate business letter writing practice in all of your email to me. Emails not adhering to guidelines will be deleted without a response. The following are the basics:

1) Include at the beginning of your email: *the date, your full name, EUID, course number and section, and the assignment number, quiz, or exam number which is the subject of your email. NOTE instructions below regarding email about quiz or exam questions. I do not debate individual questions. The instructions below indicate how a statistical analysis is used to examine questions.*

2) Use a proper salutation, such as: Dear Dr. Hasty

3) In your message you must use proper sentence structure, capitalization, spelling and punctuation.

4) Use a proper closing, such as:

Another important thought. The WebCt platform offers instructors many options. You may have had instructors who have setup their web based course differently than I have for this one. If you don't feel you can adhere to the policies and practices outlined for this course, please drop and take a different course.

Finally, I want a word about you.

I want you to succeed! Every lesson and assignment in your course is planned to quickly and thoroughly give you the ideas, information and concepts that you need to complete the course and develop your basic knowledge about this area of business.

All I ask is that you do your part. Read and follow the course procedures in the syllabus. Reach each lesson carefully. Study those concepts you don't understand at first. Watch the videos and Power Point reviews carefully. Use the study review questions to identify important areas. Complete each element of the lesson diligently and you're sure to succeed. Over two thousand students in online courses I have developed have already done so and now it is your turn.

***Good luck with the course,
Dr. Hasty***

ATTENTION: Bureau of Citizenship and Immigration Services Regulations for F1 Visa Holders: In December of 2002, new regulations were issued that limited to three the number of semester hours taken COMPLETELY ONLINE that can be applied to the twelve hour required for full-time status of F1 Visa students. **MKTG 4630 INET DOES NOT HAVE** an on-campus experiential component which may be required for F-1 visa holders if you have more than one three-hour course that is completely online.

CONTACT INFORMATION

Email: You may ONLY contact Dr. Hasty by email at hasty@unt.edu.

Questions and general announcements will only be answered to your Eaglemail account. WebCT email, discussion and chat rooms are not enabled for this course. You may contact Dr. Hasty by email to set up an office appointment if you have questions that cannot be answered by email. You will need to have an email conversation prior to an office appointment. **I suggest that you check the Home page of the WebCT course each day for announcements. If several students have the same question, I will post a message there or send an email to everyone rather than replying to each student individually. If you have not received an email from me and are sure you have adhered to the policies above, there may be a problem with your Eaglemail account. I typically respond to emails within 24 hours during the workweek.**

MKTG 4630 COURSE DESCRIPTION:

Addresses aspects of retailing concepts in an electronic, on-line setting. Topics include promotional issues, privacy and security concerns, target market assessment, building a customer base, site design, order tracking and shipping.

Learning Objectives

1. Understanding electronic commerce basics.
2. Understand the role of the Internet in the economy.
3. Examining the issues of doing business on the Internet.
4. Learn how to find business information online.
5. Learn how to plan a Web site.
6. Explore the difference in Business-to-Consumer and Business-to-Business on the Internet.
7. Learn how to promote your Web site including digital advertising.
8. Comprehend the issues in developing an Internet business plan.
9. Explore global issues in e-commerce.
10. Understand a comprehensive glossary of electronic commerce.

COURSE MATERIALS

Textbooks: Available at the UNT bookstore: If you are out of Denton you may order by going to: www.eFollett.com. See eFollett instructions below.

Required Textbooks:

1. **Access Minnesota Main Street**, University of Minnesota Extension Service, 2003 by Rae Montgomery and Bill Bomash.

NOTICE: Access Minnesota is printed on demand from a Web site for class each semester. If you purchase an used copy of the book, the material may have updated. The updates are reflected in your exams.

2. **E-Commerce Basics Second Edition**, Thompson course Technology, 2003 by McLaren and McLaren

NOTICE: Corrections sheet for MKTG 4600 E-Commerce Basics Second edition McLaren, McLaren

Note: Figures that show WebPages may have changed in appearance or been deleted.

1. Lesson 1 Pg 17, Q 2 part a. CyberAtlas changed to ClickZ.com NUA has changed to ClickZ.com
2. Lesson 1 pg 20, Project 1-2, Q 2 – Clink on the link for your country (no image of world map)
3. Lesson 1 pg 20, Project 1-2, Q 5 – Ignore

4. Lesson 1 pg 20, Project 1-2, Q 5 – Ignore
5. Lesson 2 pg 30, Q 2 a,b,c Ignore.
6. Lesson 4 pg 72, Q 3 Ignore
7. Lesson 4 pg 75, Q 3 – Visit Portfolios under the “Trading and Portfolios”
8. Lesson 4 pg 76, Q 4 – Ignore
9. Lesson 4 pg 78, Q 6 – Ignore (missing link)
10. Lesson 4 pg 80, Q 1 – Ignore
11. Lesson 4 pg 80, Q 2 – Ignore
12. Lesson 4 pg 81, Q3 – go to Lendingtree.com and click on the link ‘Auto loan and refinancing’. And follow the instructions from the book
13. Lesson 4 pg 82, Q 1 – The link has been renamed from “Online Insurance Shopping” to “Insurance 101 for the New Graduates”
14. Lesson 5 pg 96, Q 3 – Link change, from “lodging” to “Hotels”.
15. Lesson 5 pg 102, Q 2 – After going to Google.com Click on “more” and then follow the instructions in the book.
16. Lesson 6 pg 122, Q 4 – ignore
17. Lesson 7 pg 146, Q 2 a – Link “Have surplus to sell” changed to “Seller”
18. Lesson 7 pg 146, Q 2 c – ignore
19. Lesson 7 pg 148, Q1 – Link “About SciQuest” changed to “Company”
20. Lesson 7 pg 148, Q1 b – Ignore
21. Lesson 7 pg 148, Q2 – Ignore
22. Lesson 7 pg 149, Q3 – Ignore
23. Lesson 7 pg 154, Q 3 – Ignore
24. Lesson 8 pg 164, Q 1 – www.pueblo.....
25. Change it to www.consumeraction.gov/respref.shtml
26. Lesson 9 pg 193, Q 1 – Link “Scanned Topo Maps” changed to “Samples”.
27. Lesson 9 pg 198, Q 1 – Ignore
28. Lesson 10 pg 208, Q 6 – Link “Products” changed to “Solutions”.
29. Lesson 10 pg 218, Q 4 – Link <http://www.oregoncoast.com/northwestgiftshop> changed to <http://www.oregoncoastcollectors.com/>
30. Lesson 10 pg 219, Q 6 – Ignore
31. Lesson 11 pg 238, Q 4 – Ignore
32. Lesson 12 pg 252, Q 1 – Ignore

eFollett Instructions (ordinary books online):

1. Go to www.eFollett.com
2. Select the state your school is in by using the drop down menu titled *Find Your Bookstore*.
3. This will bring you to a page with a list of schools.
4. Click on the University of North Texas hyperlink.
5. This will bring you to the University of North Texas online bookstore.
6. Click on “continue” under the textbook portion of the page on the left-hand side.
7. Select MKTG in the drop down menu as the department.
8. Select 4630 in the drop down menu for the course.
9. You should see a table listing the required books for MKTG 4630.
10. Click “add to cart” when you are ready to check out – make sure there are check marks in the buy column.
11. Click “checkout” at the bottom of the page – make sure you have selected an option in the *New/Used Substitution Preference Box*.
12. This will bring you to a Login Page.
13. If you are a returning customer, simply login. If you are a new customer, you will have to sign up. You do this by clicking on the “sign up” button on the right-hand side of the page. Fill out the form that follows.
14. Once you have logged in or signed up, you will be prompted for shipping/payment information and to verify your order. Simply follow the instructions that follow.

TENTATIVE SCHEDULE

The schedule of quizzes / assignments found on the MKTG 4630 WebCT homepage is TENTATIVE. It is subject to change during the semester due to unexpected occurrences. ***It is your responsibility to monitor bulletins on a regular basis so not to miss important announcements.***

BASIC INFORMATION FOR TAKING E-TAILING ON-LINE VIA WEBCT

You will need a computer with an Internet connection, Internet Explorer, Adobe Acrobat reader (a free download at their Web site,) and a Video card. The instructor DOES NOT support Netscape! **If you use a pop-up blocker, you will need to disable it for this course. You are responsible for having an ISP connection and computer that meets the minimum requirements indicated at WebCT.unt.edu under the “student resources” link.**

Getting Started:

1. Go to the URL address: <https://webctvista.unt.edu/>.
2. This URL address will bring you to the WebCT Vista homepage. Many of your questions can be answered on this page by visiting “Vista Student Resources” located in the left menu bar.
3. To Login the system you will need a User ID and password. Your User ID for WebCT Vista is your EUID. Please note that your EUID is normally the SAME as your Eagle@Mail login name. Your password is your UNT student ID.
4. If you do not have a EUID, you will have to get one by following the steps listed in #5. You may skip to #7 if you already have a EUID.

5. To retrieve your EUID visit the Account Management System (AMS) Web site at <https://ams.unt.edu/> and click on "What's My EUID" located in the left navigation bar. You will then fill out and submit the online form. After submitting the form, the system will prompt you to confirm your identity by requesting your SSN. Once you complete this step, AMS will automatically display your EUID. After this step, you will need to go back to the WebCT Vista homepage (<https://webctvista.unt.edu>).
6. You are now ready to login!
7. Click on "Logon to WebCT Vista."
8. This will pull up a dialog box prompting you for your user name (EUID) and password.
9. Once you have login to the system, you will get a list of courses available to you through WebCT. Please note that the list varies from student to student. It depends on which course(s) you are enrolled in. The course you want to select is MKTG 4630
10. This will bring you to the homepage for MKTG 4630
11. Should you have technical problems, please refer to Student Resources on the WebCt homepage. They have a list of Frequently Asked Questions and are available for additional assistance as follows:

Email webct@unt.edu
Phone: (940) 565-2324
In person: ISB Room 119

Help Desk Hours:
Mon.-Thur. 8am-midnight
Fri: 8am-8pm
Sat.: 9am-5pm
Sun.: 1pm-midnight

UNIVERSITY KEY SEMESTER DATES: Go to the UNT website and the following URL to check all of the dates for add/drop, holidays, etc. It is your responsibility to be familiar with this information.
<http://www.unt.edu/catalogs/2004-05/4-5calendar.pdf>

TESTING:

Check the Schedule of Exams and Quizzes for the testing opportunities. Warning! If you go past the allotted time for the quiz or exam, only those questions answered in the time allowed will be graded. Those not answered will be counted wrong. The format for the on-line quizzes and for the final exam is multiple choice, true/false, and matching/fill-in-the-blank. Each quiz and exam including the final exam require the student to pull together key concepts and are intended to test your understanding of them. They have a variable number of questions with each question valued from 1 to 5 points depending on its complexity.

There is a time limit for each quiz and the exams. As a general rule you will have 30 seconds per question.

CAUTION: If you open an exam to look at it, the timer will automatically start and you must complete it while it is open. If you close the exam, you can not go back to it. The instructor will reset the exam for you in the event of a WebCtVista caused problem or electrical outage.

Each quiz and the final exam are open-book and open-note and are intended to help you determine whether you have mastered the material in that section. However, you do not have time to look up answers. You must know the material before beginning the exam. All exams are randomly generated from a database of questions for the section. Each exam/quiz and the final exam will be unique. After completing the quiz or exam you must electronically submit the quiz or the exam for auto-grading. **After the quiz or the final exam closes for all students, you will be able to view your individual test results.**

All of the quizzes and the exams are NOT available at the beginning of the course. They are scheduled to open and close throughout the semester. Open and close dates are listed in the *Schedule of Assignments and Exams* located as a hyperlink on the 4630 homepage via WebCT Vista. This is to insure that the class remains at the same pace. In order to encourage students to cover the material in a timely fashion and not wait until the last minute, you must complete each quiz and the final exam before the cut-off period listed in the *Schedule of Assignments and Exams*. You are encouraged to stay well ahead of the deadline for taking each quiz or the final exam. Since you have plenty of time for taking the exams, excuses about computer problems, power failures, weddings, grandmother's computer didn't work etc. will not be accepted. Makeup exams are **ONLY** for situations beyond your control such as hospitalization and require legitimate documentation. Makeup exams will be given at the discretion of the instructor and may require the student to take the exam on campus at an appointed time. Please contact me immediately regarding the incident for information on where to send the documentation.

GRADING:

This course by requires that you spend the time to read and study the material. If you do that you should have no trouble passing the course. You may check your current status at any time by checking the grade book section on WebCT Vista. Your grade is determined by taking the total points you have earned and dividing that number by the total points available. The percentages are not rounded.

The grading scale is:

A = 90.0% and above, B = 80.0% to 89.99%, C = 70.0% to 79.99%, and D = 60.0% to 69.99%.

Grade adjustments on individual quizzes and the exams are based on the statistical analysis that is provided by the WebCT grading system. Each quiz and each final exam question will be reviewed for evidence that a question or answer is unclear or if there is a statistical pattern of the same missed questions with the same wrong answers. The student's scores will be adjusted automatically if the instructor decides there is evidence to support doing so. Furthermore, any question missed by

more than 50 percent of the students scoring in the top quartile will automatically be discarded and points will be adjusted. Again, do not email me about individual questions, as they will not be debated.

The correct answer always comes from the lesson assignments. An answer from another book, article, Web site, or your friend will not be accepted.

To view your quizzes and exams:

On your home page go to "Surveys and Quizzes." Under the attempts column, click on "Completed" for the associated quiz or exam. This will bring you the scores menu and the table for your attempt.

TESTING ETHICS PLEDGE:

I AGREE to follow the Code of Student Conduct and Discipline guidelines as stated below.

If you DO NOT AGREE with the conditions listed below. Please email me, so that you may be dropped from the course. By enrolling in this course and affirming below, you agree to follow the University of North Texas Code of Student Conduct and Discipline guidelines and to abide by the following instructor's requirements.

1. I will not divulge my username or password to anyone.
2. I, and only I, will post answers to the quizzes and the final exam using my username and password.
3. I, and only I, will take the on-line chapter quizzes and the final exam using my username and password.
4. I WILL NOT print all or any part of any question.
5. I will submit only my work.
6. I will complete each assignment individually. I did not receive unauthorized assistance when completing quiz or exam.
7. I have not acquired quiz or the final exam or other academic material from current or past students in this course.
8. I WILL NOT provide quiz or the comprehensive final exam material to other students in this course. I understand the penalty for violation of this code may include admonition, loss of privilege, probation, suspension, administrative withdrawal from the course, expulsion, and/or revocation or denial of degree.

DEPARTMENT AND UNIVERSITY POLICIES:

A WORD ON ACADEMIC MISCONDUCT:

Each student should be aware of the guidelines for academic honesty as outlined in the UNT Code of Student Conduct and Discipline which provides penalties for misconduct by student, including academic dishonesty.

YOU MUST DO YOUR OWN WORK FOR EACH OF THE QUIZ OR EXAM. In case where the instructor believes that academic misconduct may have occurred, he reserves the right to require you take or retake any quiz or exam by coming to his office. Dishonesty, including but not limited to cheating on tests, plagiarism or receiving help with your quiz or exam, is taken seriously and will be investigated.

The minimum penalty of an "F" in the course and referral to the Dean of Students for

disciplinary action which may include expulsion from the University is possible. Academic dishonesty includes cheating and plagiarism. The term "cheating" includes, but is not limited to,

- (1) use of unauthorized assistance in taking quiz or exam, tests, or examinations;
- (2) dependence upon the aid of sources beyond those authorized by the instructor in writing paper, preparing reports, solving problems, or carrying out other assignments; or
- (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university. The term "plagiarism" includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. (Source: Code of Conduct and Discipline at the University of North Texas.)

Penalties: If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, the case will be referred through the Department Chair to the Dean of Students for appropriate disciplinary action.

AMERICANS WITH DISABILITIES ACT: The College of Business Administration complies with the Americans With Disabilities Act in making reasonable accommodation for a qualified student with disabilities. If you have an established disability as defined in the Act and would like to request accommodation, please email me as soon as possible. Please note: University policy requires that students notify their instructor within the first week of class that an accommodation will be needed. Please do not hesitate to contact me now or in the future if you have a question or if I can be of any assistance.

GRADE APPEALS: Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. Any instructor no longer associated with UNT at the time of the appeal will be represented in these proceedings by the chair of the department in question. A student not in residence the semester following the awarding of the grade or a resident student who is unable to resolve the differences with the instructor has 30 days following the first day of the succeeding semester to file a written appeal with the chair of the instructor's department, or the equivalent administrative unit.

GRADE CHANGES: No grade, except I, may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical error. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded. A faculty member who believes an error has been made in calculating or recording a grade may submit in person a request with a detailed justification for a grade change to the department chair and the appropriate dean. The Registrar accepts requests for grade changes only from the academic deans.

AWARDING AND REMOVAL OF I: I - incomplete; a non-punitive grade given only

during the last one-fourth of a semester and only if a student

- (1) is passing the course;
- (2) has reason beyond the control of the student why the work cannot be completed on schedule; and
- (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. A student may remove a grade of I within one year by completing the stipulated work, paying a fee at the Bursar's Office and returning the permit form to the instructor. Obtain the Student Request to Remove Grade of I form from the departmental secretary. The instructor then files the permit form in the Registrar's Office along with the grade, and the grade point average is adjusted accordingly. If a student does not complete the stipulated work within the time specified (not to exceed one year after taking the course), the instructor may change the grade of I to a grade that carries credit or assign a grade of F if appropriate. The GPA is adjusted accordingly. A student who could not complete final examinations because of illness may remove a grade of I without payment of the fee. The academic dean is authorized to waive the fee upon certification of illness signed by the attending physician.

FINAL GRADES: your instructor will not post final grades beyond what is available on WebCT. Do not call or stop by the department office to ask for your grade or email your instructor. Final grades will be mailed by the registrar's office.

See the exam schedule on the next page or on your WebCT Vista course content page.

Marketing 4630.007 2005 Electronic Retailing and Promotion

Assignment #	Book Reading & Glossary Study pages	Exams Are Available During the Following Time Period Only:			Additional details and dates
		Assignment & Exam	From	Until	
1	Read the syllabus carefully and then take the on-line quiz when scheduled. Important, the questions may include also include information from this schedule of Assignments, quizzes and exams	Assignment 1 Syllabus Quiz	1/23 7:55AM	1/23 11: 55PM	You will be banned from taking exams if you do not complete the syllabus quiz by 1/23; See the registrars office for drop information.
2	<u>Access Minnesota</u> Section 1 – Electronic Commerce Basics Glossary pages: Blog – Digital Certificates <u>Basic E-Commerce</u> : McLaren Lesson 1 – The Internet in Our Economy Include vocabulary page 3	Assignment 2			
3	<u>Access Minnesota</u> Section 2 – Finding Business Information and Services Online. Glossary pages: Digital/Virtual Wallet – Smart Card <u>Basic E-Commerce</u> : McLaren Lesson 5 – Internet Information Services Include vocabulary page 91	Assignment 3			
4	<u>Basic E-Commerce</u> : McLaren Lesson 2 – Business on the Internet and Lesson 6 – Business-to-Consumer Include vocabulary pages 23 & 117	Assignment 4			
Exam 1	<u>Exam 1 – Tuesday</u>	Exam 1	2/13 7:55AM	2/13 11:55PM	50 minutes allowed
5	<u>Access Minnesota</u> Section 3 – Exploring E-commerce Websites Glossary pages: Abandonware – Local Area Network (LAN)	Assignment 5			

6	<u>Basic E-Commerce: McLaren Lesson 7 – Business-to-Business and Lesson 9 – Internet Marketing</u> Include vocabulary pages 143 & 183	Assignment 6			
7	<u>Access Minnesota Section 4 – Planning Your Website</u> Glossary pages: Multimedia – Internal page impressions	Assignment 7			
Exam 2	<u>Exam 2 – Tuesday</u>	Exam 2	3/6 7:55 AM	3/6 11:55PM	84 minutes allowed
8	<u>Basic E-Commerce: McLaren Appendix C</u> Include vocabulary page 327	Assignment 8			
9	<u>Basic E-Commerce: McLaren Lesson 8 – Consumer Issues</u> Include vocabulary page 159	Assignment 9			
10	<u>Access Minnesota Section 5 – Promoting Your Website</u> Glossary pages: Interstitials – Identity Management	Assignment 10			
Exam 3	<u>Exam 3 – Tuesday</u>	Exam 3	4/3 7:55AM	4/3 11:55PM	58 minutes allowed
11	<u>Basic E-Commerce: McLaren Lesson 10 – Digital Advertising</u> Include vocabulary page 203	Assignment 11			
12	<u>Basic E-Commerce: McLaren Lesson 11 – Global E-commerce</u> Include vocabulary page 223	Assignment 12			
13	<u>Access Minnesota Section 6 – Developing Your Internet Business Plan</u> Glossary pages: Identity theft - XML	Assignment 13			
Exam 4	<u>Exam 4 – Tuesday</u>	Exam 4	4/24 7:55 AM	4/24 11:55PM	90 minutes allowed
14	<u>RFID lesson</u> See Course Content page located on the MKTG4630 homepage as a hyperlink.	Assignment 14			
Final Exam	Begin preparation for final exam. The final exam will cover vocabulary from both books and lesson 14 assignments.	Final Exam	5/8 7:55AM	5/8 11:55PM	Timed allowed TBA. Plan to need the full minutes allowed. Arrange your schedule beginning at the start of the semester so you will have this time available!