



CURRICULUM PROPOSAL FORM 1999-2000

NON-GENERAL EDUCATION PROCESS A

\*DEADLINES: Deadline dates for 1999/2000 submissions: Regular proposals: October 22, 1999 to be implemented in Fall 2000; Short-Term proposals: December 10, 1999 to be implemented in Fall, 2000; Regular proposals February 18, 2000 to be implemented in Spring, 2001; March 24, 2000 for short-term courses to be implemented in Spring 2001.

0509.305

**PROPOSAL TITLE:** New Course Proposal: Internet Marketing

**SPONSOR(S):** Berrin Guner, Berhe Habte-Giorgis

**DEPARTMENT:** Marketing

**COLLEGE:** Business

**IF LAS CHECK ONE:**  History/Humanities  Math/Sciences  Social/Behavioral Sciences

**Check one:**  Undergraduate  Graduate

THE ATTACHED *NON-GEN-ED* PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED.

New non-gen-ed course

Short-term non-gen-ed course

Minor curricular changes (fewer than three) to:

- existing non-gen-ed course
- non-gen-ed degree requirements
- major
- minor, specialization, concentration, track, certificate program

**DEPARTMENT**  
(Signature indicates approval)

Zichy/Allen 2/25/00  
Dept. Curriculum Chair / Date

Berhe Habte-Giorgis 2/25/00  
Dept. Chairperson / Date

**ACADEMIC DEAN**

Approved  Not Approved  Comments:

Dean's Signature/Date [Signature]

**COLLEGE CURRICULUM COMMITTEE**

Date of open hearing (if necessary) 3/23/00 Approved  Not Approved

Comments:

Signature of College Chair/Date: Richard Paul M 3/27/00

**UNIVERSITY CURRICULUM COMMITTEE**

Date Received/Processed 4/17/00

Comments:

Curriculum Chair Signature [Signature] Date Announced At Senate [Signature]

**EXECUTIVE VICE PRESIDENT/PROVOST**

Approved  Not Approved  If no, reasons are as follows:

Student Credit Hours \_\_\_\_\_ Faculty Load Hours \_\_\_\_\_ Equalized Credit Hours \_\_\_\_\_

Official Copy & Approval Sheet Filed (Date): \_\_\_\_\_ Executive VP/Provost Signature/Date [Signature] 5/22/00

**REGISTRAR**

Date Approved Course Description Received 5/24/00 Hegis Taxonomy & Course Number Assigned 0509.305

Registrar Signature/Date Robert A. Kubat 5/25/00

**NOTIFICATION FORWARD**

Senate Curriculum Committee Chairperson  Academic Dean(s) Tim [Signature]  
 Department Chairpersons  Registrar  Sponsor(s)

## NEW COURSE PROPOSAL

### 1. Details

- a. Course Title: Internet Marketing *0509.365*
- b. Sponsors: Berrin Guner, Berhe Habte-Giorgis
- c. Credit Hours: 3 credit hours
- d. Course Level: Undergraduate, Junior Level
- e. Prerequisites: Principles of Marketing *0509.300*
- f. Suggested time and scale of implementation: Two sections to be offered every year
- g. Curricular Effect: Elective for all marketing and other business students
- h. Adequacy of present staff, resources, space needs, and any other additional requirements for implementation: The proposed course will not require any additional staff or resources. The new course will be taken in substitute of existing electives.
- i. Recommended Library Resources: Materials needed for research and readings are already available in the electronic databases and on the Internet.
- j. Short Term Evaluation: The College of Business has the policy of assessing every course every semester. Internet Marketing will be covered by this policy. Results of the assessment will be used to improve content and delivery of instruction

### 2. Rationale

Internet marketing is growing and changing at an overwhelming speed altering the way companies produce, communicate, and market their products and services. According to the Department of Commerce, on-line retail sales will grow by the factor of 4.45 to \$40-\$80 billion by 2002. Business-to-business Internet marketing is expected to grow even more dramatically from \$80 billion to \$1.3 trillion by 2003. Companies are increasingly doing business on the Internet. The proportion of US firms doing business on the Internet has jumped from 24% to 56%. There are many employment opportunities for many of our students in this area if we can provide them with the necessary skills and knowledge. Therefore, a course in Internet marketing is needed to enable graduates to fit into this growing area of business.

### 3. Essence

#### a. The Objectives

At the completion of this course students are expected to:

1. Know the history of the Internet and its evolution of as a marketing tool

2. Know how the Internet is used by marketers as communication, customer service, and on-line sales tool
3. Learn how marketers use the Web to practice integrated and interactive marketing
4. Understand the legal, social, and ethical issues associated with Internet marketing
5. Be familiar with Web design to enhance brand building, brand awareness, market research, product development, distribution, and promotion activities
6. Be aware of career opportunities in Internet marketing

b. Topical Outline/Contents

1. Emergence and Importance of E-Commerce
2. Understanding the On-line Customer
3. Web Business Models
4. Customer Support and Service
5. Personalization
6. New Product Development
7. Internet Marketing Research
8. Branding
9. Promotion
10. Marketing Channels and the Internet
11. Pricing Decisions on the Internet
12. Consumer Privacy
13. Legal and Ethical Issues
14. Web Design

c. Evaluation and Grading

Students may be evaluated on the following bases:

1. Written tests
2. Written and oral presentation of group projects
3. Written presentation of individual projects
4. Article reviews
5. Class participation

d. Course Evaluation

The course will be evaluated with the standard assessment methods used by the College of Business. They include outcomes assessment of skills and themes, and student evaluation of instruction. Instructors will evaluate the effectiveness of the course and take corrective actions.

**4. Consultation**

The proposal was sent to Carol Welsh, Department of Accounting/Finance, and Jooh Lee, Department of Management/MIS for consultation. Their feedback is attached to this proposal.

## **Course Description**

### **Internet Marketing**

3 Credits

300 Level  
Undergraduate

(Prerequisite: 0509.300)

The course examines the development of the Internet as a business tool. It emphasizes the utility of the Internet as a tool for marketers to increase competitiveness, effectiveness, and efficiency through the use of advertising, brand building, cost reduction, customer service, distribution, product development, and market research. Students analyze current Internet Marketing issues and prepare reports.

# Memorandum

**To:** De. Berrin Gunner, Dr. Berhe Habte-Giorgis  
**CC:** Dr. Ted Schoen  
**From:** Carol N.Welsh  
**Date:** 02/24/00  
**Re:** Consultation on Internet Marketing Course Proposal

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The proposal for creating the course, Internet Marketing, its rationale, essence, content, and evaluation appear appropriate in form and substance. The course reflects the current trends in the business environment and offers students the opportunity to have the skills and knowledge necessary in today's economic environment.

Furthermore, while the inclusion of this course would be appropriate for accounting and finance majors to take, current curriculum requirements do not allow for this opportunity.

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**INTEROFFICE MEMORANDUM**

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**TO:** BERRIN GUNER  
**FROM:** JOOH LEE *Joo Lee*  
CHAIRMAN, DEPARTMENT OF MANAGEMENT AND MIS  
**SUBJECT:** COURSE PROPOSAL - INTERNET MARKETING  
**DATE:** 03/24/00  
**CC:**

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I have reviewed the course proposal you submitted for my opinion. I fully support it. The course is timely and necessary for our students to be competitive in the emergent world of cyberbusiness. This is where the future is. Eventually, students in the various specializations will benefit from this course.

Thank you for taking the initiative in this important endeavor.

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