

Online/Blended Course Syllabus

Course Information

<i>Course Number/Section</i>	MKT 6321.0W1
<i>Course Title</i>	Interactive & Digital Marketing
<i>Term</i>	Summer 2016 (May 25 – August 10)

Professor Contact Information

<i>Professor</i>	Alexander Edsel
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<i>Online Office Hours</i>	By appointment

About the Instructor

Prof. Edsel has taught marketing courses over the past 12 years. He has a JD and an MBA and has over 20 years of work experience in the areas of product management, lead generation and digital marketing with an emphasis on search, email and ecommerce in both B to B and B to C in the chemical, computer and healthcare industries. He is also the author of a business book “Breaking Failure” by Financial Times Press, Pearson.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

MKT 6301

Course Description

The Internet continues to dramatically alter the way marketing is done. In fact, most companies use the Internet as a part of their overall marketing strategy. The objective of this course is to train students to effectively market their products using the Internet as an integrated component of their overall marketing efforts. Students will be exposed to the new concepts, technologies, opportunities and the limitations of these platforms in conducting e-marketing and e-commerce. Topics that will be covered include e-business strategy, understanding online consumer behavior, PPC, SEO, video and social TV, social media, mobile, email, web analytics and other online marketing tactics.

Student Learning Objectives/Outcomes

Upon completion of this course, students are expected to learn the following:

- Appraise and discriminate the strengths and weaknesses of the main digital platforms such as search, social media, mobile and email.
- Explain and select for a real world case study, actionable digital strategies and tactics with emphasis on applying direct marketing concepts such as a Return on Promotion and the 40/40/20 rule
- Be able to judge for a given situation the value of web analytics and which metrics are important.
- Formulate a comprehensive digital marketing plan and digital audit for a company
- Obtain the Google Adwords Certification

Required Textbooks and Materials

Required Texts

[eMarketing The essential Guide to Digital Marketing by Rob Stokes, Sarah Blake, Quirk Education](#) Download from this website/download see link for free pdf on right hand side
[Study from the free Google Adwords Exam- details in Adwords certification section below](#)

Suggest you subscribe to for ideas for postings and discussion:

- <http://www.searchengineland.com/>
- <http://www.emarketingandcommerce.com>
- <http://www.mobilepaymentstoday.com/>
- www.socialmediaexaminer.com
- www.mashable.com

Textbooks and some other bookstore materials can be ordered online through Off-Campus Books <http://www.offcampusbooks.com> or the UT Dallas Bookstore <http://www.bkstr.com/texasatdallasstore/home>. They are also available in stock at both bookstores.

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements <http://www.utdallas.edu/elearning/students/getting-started.html#techreqs> on the Getting Started with eLearning webpage <http://www.utdallas.edu/elearning/students/getting-started.html>.

Course Access and Navigation

The course can be accessed using the UT Dallas NetID account at: <https://elearning.utdallas.edu>. Please see the course access and navigation <http://www.utdallas.edu/elearning/students/getting-started.html#courseaccessandnav> section of the site for more information.

To become familiar with the eLearning tool, please see the Student eLearning Tutorials <http://www.utdallas.edu/elearning/students/eLearningTutorialsStudents.html>.

UT Dallas provides eLearning technical support 24 hours a day/7 days a week. The eLearning Support Center <http://www.utdallas.edu/elearninghelp> services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

Communication

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the eLearning Tutorials webpage <http://www.utdallas.edu/elearning/students/eLearningTutorialsStudents.html> for video demonstrations on eLearning tools.

Student emails and discussion board messages will be answered within 3 working days under normal circumstances.

Distance Learning Student Resources

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the eLearning Current Students page <http://www.utdallas.edu/elearning/students/cstudents.htm> for details.

Server Unavailability or Other Technical Difficulties

The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online eLearning Help Desk <http://www.utdallas.edu/elearninghelp>. The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Assignments & Course Academic Calendar

	WEEK OF	LECTURE/MODULE	TOPIC	ASSESSMENT / ACTIVITY	Chapter from free ebook or other material	
1	5/23	Syllabi and Module 1	* Course access, self-orientation & * Professor Introduction * Digital Strategy & Market Research	Syllabus Self Quiz AND Quiz 1 self-test to be completed by 5/29 Sign up into Groups.	Syllabi and chapter 2	
2	5/30	2,3	*Web development & design *E-mail marketing *Search engine optimization	Self-Test for modules 2 and 3 to be completed by 6/5	6,9 and 16 (MOZ SEO guide recommended)	
3	6/06	4	* Paid Search	Self-Test to be completed by 6/12	Google adwords tutorials	Last name's A-B must respond to Post 1 due June 6 midnight
4	06/13	5	*Mobile marketing – Advertising & SMS	Self-Test to be completed by 6/19		Last name's C-D must respond to Post 2 due June 13 midnight
5	06/20	6	MID-TERM EXAM 6-20 thru 6/27 (Modules 1 – 5 ONLY) *Mobile marketing: QR codes, search, apps & AR	Online 60 minute multiple choice test Self-Test for module 6 (not on midterm) to be completed by 6/26	Google adwords tutorials	Last name's E-G must respond to Post 3 due June 20 midnight

6	6/27	7	*Mobile marketing : Best practices & m-commerce	Self-Test to be completed by 7/03 Group project Part A is due on Thursday July 7th along with the midpoint peer review survey provided in elearning	17	Last name's H-L must respond to Post 4 due June 27 midnight
7	07/04	8	*Social Media: Overview & best practices and customer service	Self-Test to be completed by 7/10 Google Fundamentals AdWords Exam due by 7/10-must upload a screenshot of successful completion to assignments link in elearning as a pdf - 10 points off for every day late. If you do not pass submit score anyway for partial credit	14 & 15	Last name's M-O must respond to Post 5 due July 5 th midnight
8	07/11	9	*Social Media : Advertising, Social bookmarking & blogs	Self-Test to be completed by 7/17	14 & 15	Last name's P-R must respond to Post 6 due July 11 th midnight
9	07/18	10	*Web analytics	Self-test to be completed by 7/24	18 & 19	Last name's S-T must respond to Post 7 due July 18 th midnight
10	07/25	11	*Social Media TV, Gamification and Video	No self-test. End of discussion board entries.	None	Last name's U-Z must respond to Post 8 due July 25 th midnight
11	08/01		*Part B Group projects due	To be submitted in PPT format by Thursday 08/04 11:59 pm along with the online peer evaluations survey link provided via elearning Google AdWords Search Advertising Exam and final certification due by 08/01 you must upload a screenshot of successful completion to the assignments link in elearning as a pdf - 10 points off for every day late but must be turned in no later than 08/08. If you do not pass submit your score screenshot for partial credit		

12	08/09 or 08/10		FINAL EXAM On campus exam ~ room to be announced. Individually arranged exam using testing service: <i>form must be submitted 3 weeks prior to the testing date</i>	All exams must be received by August 10 th 2015 if <i>taken with testing centers outside of the UT Dallas testing center</i> . This <u>does not mean</u> you can take the exam on August 10 th or later. August 10 is when the remote testing center needs to return the exams to me so they can be graded in a timely manner. <i>Form must be submitted 3 weeks prior to the testing date</i>		
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Proctored Final Exam Procedures

This course requires a proctored closed book final examination. The final exam will consist of 2 sections. Section I will consist of approximately 60-70 objective type questions including multiple-choice and True/False. Section II will consist of approximately 3-5 short answer questions.

This course requires a proctored final examination. Local students can now take their exams on-campus at the **UTD Student Success Center - Testing Center** (no fee charge). Please see the [UTD Student Success Center - Testing Center Website](#) for more information and check the hours of operation and testing center policies. Please be sure to view and follow the **Test Center Student Guidelines** found on the Testing Center main page. All students are required to make an appointment using the **RESERVE-A-SEAT** application found on the Testing Center main page to take the exam during the required exam test window as specified. The UTD Testing Center is located at the McDermott Library basement (**Room MC 1.304**). When you arrive to take your exam, you will sign in with your **Comet Card** (or a **photo ID & UTD ID number** if you do not have a Comet Card).

Students who find UTD geographically inconvenient may use a testing service of their choice at a convenient location to have the exam proctored. All students must inform the instructor of their outside testing location. A proctored exam application **must** be completed **3 weeks prior to the date of the test**. Please go to the [Proctored Exam Information](#) page to check out **Procedures for Arranging an Individual Proctored Exam** and to access and complete the **Online Proctored Exam application**. Please note students are responsible for any fee charge of their testing services. All completed exams must be received by August 10th (not the date to take the exam but to have the test center return them to me) to allow timely grade reporting to the UTD Registrar.

The UTD Testing Center requests all students strictly follow the proctored exam scheduling deadlines. If any student needs special accommodations, please seek the instructor's approval in advance. If you have any questions about using either UTD or outside testing center service, please email TestingCenter@utdallas.edu.

Grading Policy

No more than 40% of the class will make an A in this course. However if a curve is done for the entire class this does not mean there will be an additional curve to get at least that 40%

Grading Information

Topic	Weight	Details
Class Discussion	5%	Online discussion and comments pertaining to the guidelines described in the syllabi
Mid-term test	20%	Online test (Lectures 1 – 5) ~ 60 minutes
Google Adwords Fundamentals Exam	2%	Google Fundamentals AdWords Exam- 10 point off for every day late. This is a self-study and requires additional reading from the exam guide, basics covered in lectures
Google Adwords Search Advertising Exam	3%	Google Search Advertising AdWords Exam- This is a self-study and requires additional reading from the exam guide, basics covered in lectures
Final Exam	25%	The final exam will be partly cumulative (more details as we get closer to the final exam), closed book and proctored.
Digital Group Project Part A	20%	Sections 1-5. See project section
Digital Group Project Part B	25%	Sections 6-9 (sections 1-5 do not need to be resubmitted), See project section
Total	100%	

Grading Scale

Overall Course Total	Letter Grade
92-100	A
90-91	A-
87-89	B+
82-86	B
79-81	B-
77-78	C+
68-74	C
Less than 68	F

Overview of How This Course is Structured

- There are a total of 11 Lecture Modules each followed by a Self -Test Module quiz.
- Each Lecture Module with its corresponding quiz should be completed within a weeklong window (see course calendar).
- Access to each Lecture Module can be gained only after timely completion of the previous Module and self-quiz.
- Each student will be provided 1 manual extension (for a missed module quiz) during the Course/semester in fairness to other students. Any student needing additional manual extensions will be penalized 1 point for each extension
- There will be an online midterm test and a proctored (paper and pencil) final exam.
- Course also requires a group project report (broken up into two parts)

Assignments

Discussion Guidelines

- Every week a topic will be posted by the instructor, you must make one well-researched post by your assigned due date- see syllabi calendar for your due date
- You must in addition comment to another students post with some additional insight or information-this must be for another topic . Must be done by the end of the semester
- You must post an original response to topic and question asked with a clear subject line and of appropriate length between 350 and 400 words. Make sure they do NOT have any spelling or grammatical errors.
- Read those who posted before you, you cannot use the same material-find other supporting material
- Respond to any instructor questions and other students' postings in a timely fashion-no more than 5 days after question is made. Engage in polite and constructive dialogue
- Contributions should be well researched, considered, insightful and relevant to the discussion topic,
- Your post must contain an analysis of research so as to answer the topic posted-it CANNOT BE COPIED AND PASTED (PLAGARIZED) material. You need to research several authoritative sources, see recommended publications on suggested readings or major marketing or English language media such as Forbes, NY Times or marketing publications such as adage
- Post must demonstrate an understanding of the concepts and be able to appropriately apply concepts and ideas from course content to online discussions.

Google Adwords Certification

Students must take both the Google Fundamentals Adwords exam and then the Google Adwords Search Exam. Both exams are free and can be taken several times if you do not pass the first time however be aware there are penalties for late submission. After you pass each exam you must take a screenshot that shows your name

Exam details are available at <https://support.google.com/partners/answer/3153810?hl=en>

Study Guides are available at

https://support.google.com/partners/answer/3045822?hl=en&ref_topic=6322034

Step by step instructions on how to take the exam and print the certificate are at

<https://support.google.com/partners/answer/3154326>

Group Projects

Groups either be assigned at the beginning of the class or the instructor may at his discretion use a student group sign-up sheet. Each group can use the available group tools under its own group area in the course to communicate and collaborate within the group. A web conference system is available for use. Teams can schedule a live web conference for team work. Please see the [Web Conferencing page](#) for instructions on making a reservation and other web conference information.

Groups must submit a copy of the presentation to the instructor using Assignment Dropbox for grading

A Project Powerpoint presentation will be due from each group. Each group will submit a 50 slide PowerPoint (the project is broken down into two deliverables with two different due dates-read the calendar on pages 13-15. Each deliverable consists of approx. 25 slides each. The project will be on a company topic to be assigned at the beginning of the semester. No additional written report is required for the group project. More information including the company name will be posted to the class on the discussion board/announcement. However the general format will be a digital marketing plan where a team will be analyzing, critiquing and making recommendations for an existing company about their digital marketing. Use what we covered in each lecture to complete each section of the project.

My advice is that you do NOT have 2-3 team members do Part A of the project then 2-3 different members work on final and Part B of the assignment. All team members need to work on Part A (especially strategy) and then again on Part B for a better well rounded project. Allowing one team member to propose the overall marketing strategy is risky –everyone needs to contribute. Looking for level of effort and highlighting of problems and making recommendations. Do NOT generically state lecture or generic concepts such as “make sure you have good quality content for SEO”, you can use such a generic statement on any website.

C papers usually have little analysis, a lot of copying and pasting of both screenshots and commentary from others or lectures but NO analysis or thought, lack of insights from the team.

Screenshots are only good IF you add your own analysis and recommendations. This is not a copy and paste project or exercise. I can easily tell by just glancing at a paper what level of effort was put in, this is something that you cannot accomplish by a lot of copy and pasting. Also do NOT provide generic useless statements such as that “they should generate unique content” or listing out best practices in a specific area. That is NOT the objective of the paper, you will get a C or F if you do that in a section. Your job is to analyze and apply best practices to a given situation. Do NOT just repeat things from a book or lectures, you are to provide actionable recommendations to the company applying what you have learned not to regurgitate abstract knowledge.

How to deal with underperforming or non-responsive team members

1. Give them a firm deadline to respond, no need to give them much time if previous emails were ignored: 24-48 hours is good enough in those cases. After that and if no response, you can assume they are off the team. Copy everyone on the team and inform me of this situation..
2. If they respond, tell them what work needs to be done- do not assign any critical work or an entire section just in case they do not turn it in on time or do low quality rushed work. If the team deems it is low quality make them re-do it and if they refuse make sure peer evaluation reflects this.

3. Make sure that everyone on the team completes a peer evaluation per the syllabi due date and explain in detail why that person should get a point deduction for Part A of the project

4. If no work is done=zero grade for the project. If poor quality and/or late work= deductions are between 10 and 99 points

Those of you not yet engaged and working on the project be aware that every semester on average one student gets a zero grade for not doing any project work and an additional 2 or 3 get some type of significant point deduction. I will go by what the majority of the team requests per the syllabi. There is NO makeup work option in these cases should you fail the course or get a low grade like a C. Finally if you have not responded or contacted your team to see what needs to be done be aware it is your responsibility to stay in touch with them and find out what is needed not theirs or mine to chase you down. Not being contacted by your preferred method of contact is not an excuse-if done through UTD elearning or UTD email and no response, that is enough from my viewpoint..

If a team wishes to contact me further please do so but do take the above action if you have not done so yet.

Group Project weights by topic area		Weights
PART A, Sections 1- 5 due around mid-semester- see calendar		
1	Executive summary: key issues and problems that need to be resolved in this market (and for the product and service) to be successful. Need to in executive summary list out your main recommendations- no more than 2 pages	10%
2	Market Research: use any relevant tools and platforms discussed in lecture one and from MKT 6301 and if you took it: MKT 6309. You need basic primary or secondary research to make informed strategic recommendations-market size, characteristics, competitive comparisons, etc. It should NOT be digital market research ONLY given that digital is not a stand alone different or separate from the rest of your strategy. Leverage what you learned in MKT 6301 and perhaps MKT 6309 market research. Do NOT just copy and paste secondary data into the slides as often happens- the grade is not based on that but on the quantity, quality and relevancy and on how well you <u>analyze the data</u> you found. All market research should go here, I do NOT want to see more market research in Part B	20%
3	Propose an overall marketing strategy which includes digital but is NOT just digital: use the relevant strategic tools discussed in class - what target market/products should they focus on, why? What are tools that help you decide between several products to offer or markets to pursue? Strategy should be focused on leveraging digital. There should be enough information from the market research section for you to do a GE matrix to help guide your strategy and tactics in Part B. Do not confuse tactics with strategy	25%
Tactics/Campaigns/Analysis		

4	Web usability and best practices- critique the website from a usability point of view using instructions to be provided and from the lecture. Use the excel checklist to be provided in elearning. Do not just use the excel provided in elearning project folder. Have at least 8-10 people do a usability test and collect that information into a report. Read from the lecture, do not just check off things from the checklist provided add comments attach detailed results as appendix	25%
5	Search Engine Optimization & Localization recommendations- identify problem areas or voids and make recommendations. Do NOT just rely on the many tools that can tell you all the technical aspects of what is wrong with a website (e.g., no meta description, etc.). You need to make sure you address details and analysis about their content, link strategy and other concepts covered in the SEO lecture. There are some tools like http://seositecheckup.com/ that you can use BUT I am not giving you an A or B for inserting a url into a free tool and then you copying and pasting results. There are many things from lecture that need to be looked at that one of these tools do not address-read lecture- provide DETAILED analysis and recommendations	20%
Part A should be approximately 25 pages, one slide per page. Presentation, formatting guidelines: The team's written PowerPoint report must be engaging and visually appealing using screenshots vs irrelevant clip art . You must have a table of contents referencing page numbers, in header show what section is being covered e.g. SEO, citations should use Turubian style-and appear at the bottom of each page were mentioned!), all pages should be numbered, the group number and each member's name should be listed; Do NOT UPLOAD several documents , if you have spreadsheets or surveys merge into one pdf. The paper must follow the sections as outlined in the rubric start with item 1 then 2 etc. Minimum font size 12, do NOT use light colored font on dark backgrounds, black font on white background is preferred		5 points off it not followed
Part B due end of semester-see calendar, sections 6-9		
6	PPC analysis and recommendations: display vs. search; funnel objective. Propose a campaign use a detailed diagram tree of what campaigns and ad groups will be done (how it should be set up and what the focus should be) based on strategic findings and market research—provide some sample ads and incentives in the copy using best practices. A key thing is to look at lecture and understand keyword selection, do some research in Google Adwords of what cost, volume and competitive intensity are. Come up with unique keywords likely to convert usually I usually get the most basic and banal keywords. For example we recently did a car dealer and best suggestions were “Nissan” or “buy car”; the lecture explains about the need to use different techniques to uncover less competitive but high converting keywords such as “safest new cars” etc. The ads are not meant to focus on the creative element but rather on best practices discussed in class. (Note: because most company sponsors do not provide a lot of data and course did not provide hands on training this section is more high level)	15%
7	Social Media : If applicable (existing company) analyze and critique current social media efforts; critique their content and provide specific examples of what content they should have, how they can obtain it and the a suggested frequency of messaging and formats. At least 3 vehicles must be analyzed and/or recommended <u>depending on the business type</u> i.e. Facebook, YouTube, Twitter, Blogging, Pinterest, etc. Do not always recommend Facebook, in many cases it is not very useful such as in B-B. In addition to highlighting problems: you must outline and recommend a social media campaign	30%

	based on their objectives and target market and other major concepts from the social media lecture. You must very specific and include a content curation strategy whereby you identify at content sources and using one of the free curation tools such as Scoop it, Social Mention, Content Gems, Storify, etc. Provide examples using these tools of content you might find and what you might add to curate content.	
8	Mobile and email: Critique current mobile efforts if applicable but mostly looking for recommendations and proposing an email and mobile marketing campaign using whatever medium is most suitable: mobile website, QR codes, SMS, AR, it can also include webinars in this section although not mobile specific, apps, etc. Do not just recommend everything listed in email or mobile lecture-many things are NOT applicable to the target company	30%
9	Testing & metrics: include what should be tested in the proposed campaign and what success metrics might be relevant. Create a Causal Forecast and Return on promotion for at least 3 of the platform proposed using a budget of \$ 25,000 per year.	25%
	Part B should be approximately 25 pages. Presentation, formatting guidelines: The team's written powerpoint report must be engaging and visually appealing using screenshots vs irrelevant clip art You must have a table of contents referencing page numbers, in header show what section is being covered e.g. SEO, citations should use Turubian style-and appear at the bottom of each page were mentioned!), all pages should be numbered, the group number and each member's name should be listed; Do NOT UPLOAD several documents , if you have spreadsheets or surveys merge into one pdf. The paper must follow the sections as outlined in the rubric start with item 1 then 2 etc. Minimum font size 12, do NOT use light colored font on dark backgrounds, black font on white background is preferred	5 point penalty of not followed

Group assignment submission instructions: Groups will submit their group presentation, thru dropbox assignment link (in the required file format with a simple file name and a file extension) by using the Assignment Dropbox tool on the course site. One group member will submit the assignment for the group and all group members will be able to view the results and feedback once it's been graded. Please see the Assignments link on the course menu or see the icon on the designated page. You can click each assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the [Submitting an Assignment video tutorial](#). **Please note:** each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback.

You will also be provided on the project due date with a confidential survey link where you will rate the performance of your fellow team members

Assignment submission instructions

Locate the assignment in your eLearning course. You will submit your assignments in the required file format with a simple file name and a file extension. To submit your assignment, click the assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the [Submitting an Assignment video tutorial](#).

Please Note: Each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback.

For any group assignments, one group member will submit the assignment for the group and all group members will be able to view the results and feedback once it's been graded.

Online Tests/Quizzes

Each lecture module will be immediately followed by a Self-Quiz quiz. The quiz is NOT meant to prepare you for the midterm or final exam (although it doesn't hurt) –preparing for an exam requires a lot more studying than what is required for these quizzes. The main objective of the quizzes is to make sure you have stayed up to date reading the lectures. The reason for this policy is that a student who doesn't stay up to date with the lectures and crams during the last say 2 weeks will be a POOR and UNINFORMED contributor to the group project. Each quiz consists of 9 multiple choice questions. 8 out of 9 questions must be correctly answered *before the next lecture module can be released per the schedule on the syllabi calendar*. Please go back and review parts of the module and re-answer the missed questions correctly to proceed to the next module Final Examination. There is a one point deduction for every late quiz (first late quiz has no penalty).

Online Midterm

The online Midterm test will be timed and will be 60 minutes long. The online test will consist of approximately 50 multiple-choice and True and False questions. The conditions of academic integrity require that each student take the test independently and unassisted in every way. This is an important requirement! You can access Online Tests and the Midterm Exam by clicking the *Quizzes and Exams* link on the course menu or see the quiz/exam icon on the designated page. Each quiz is timed and the number of attempts allowed within a scheduled time window will be specified. Please read the on-screen instructions carefully before you click "Begin". After each quiz is graded and released, you may go to the My Grades page and click the score link of the quiz to view your graded submission. Make sure you are using a high speed connection and test it before starting the exam, there is no excuses given for slow connections during the exam.

Course Policies

Make-up exams

Makeup Exams

There are NO make-up exams allowed unless you have a dire and serious emergency and in those cases most present documented proof such as a physician's note. It is at the sole discretion of the instructor to determine if the emergency warrants an extension and makeup exam.

Extra Credit

There is no extra credit in this course.

Late Work

Please ensure all assignment submissions are made on time. In fairness to the other groups, late submissions will be penalized **10 points per day**.

Special Assignments

A discussion forum will be provided where students must enter up one well written and detailed discussion entry (comments/observations, etc.) on a designated discussion topic. Please keep in mind that quality and relevancy is the most important grading criteria for the discussion participation.

Class Participation

Students are required to login regularly to the online class site. The instructor will use the tracking feature in eLearning to monitor student activity. Students are also required to participate in all class activities such as discussion board, chat or conference sessions and group projects.

Class participation is important and will certainly be taken into account in the case of students on the borderline between two grades. Synergy in team dynamics & equitable contribution by members are integral to all successful group projects in business as well as in academics. A peer evaluation by group members will therefore be used.

Virtual Classroom Citizenship

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Policy on Server Unavailability or Other Technical Difficulties

The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the UTD eLearning Help Desk: <http://www.utdallas.edu/elearninghelp>, 1-866-588-3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.