Course Description: This course provides an introduction to Internet marketing strategies. It explains the steps to integrate the Internet into the overall business strategy of a small company and how to plan an effective business website. Topics include Internet technologies, developing an e-commerce strategy, what to consider before designing a website, and what to expect from going online.

Note: You are not required to design websites in this class. However, if you are currently working on a website design you may include it in your final project and you will get a lot more out of the course.

Prerequisites: BUS 290. Recommended: eligibility for ENGL 836 and READ 836, or ENGL 846.

Transfer: CSU


Assignments: The course schedule lists reading assignment due dates. You must read the assigned chapter before coming to class. Homework assignments will be announced during the semester. As a final project groups of students will create a website plan for a product or business. Each group will make a presentation to the class during the final exam session.

Grading

<table>
<thead>
<tr>
<th>Class participation</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework and in-class exercises</td>
<td>20%</td>
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<tr>
<td>Exams</td>
<td>20%</td>
</tr>
<tr>
<td>Project Report</td>
<td>40%</td>
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<tr>
<td>Project Presentation</td>
<td>10%</td>
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</tbody>
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Letter Grades

A = 90% - 100%
B = 80% - 89%
C = 70% - 79%
D = 60% - 69%
F = 59% or less

The 2006/2007 Skyline Catalog contains policies for student responsibilities and rights (p. 38). Make sure you read and understand them. In particular, violations of academic integrity codes will not be tolerated.

Policies

- There will be no make-up exams in this class.
- All assignments must be typed in 10 or 12 point, single spaced font. Handwritten reports will not be accepted.
- Homework will be considered late after it has been collected or checked in class. Homework up to 24 hours late will be accepted for 80% credit.
- Class schedule and assignments are tentative and may change according to course progress.
- Reasonable accommodation will be provided for eligible students with disabilities. Please contact the DSPS office at (650) 738-4280 to obtain a letter of accommodation.
- Cell phones must be turned off before entering the classroom and may not be used during exams.
- You are responsible for dropping this class; I will not drop you automatically.