



CNMT 420 Principles of Online Marketing and e-commerce
4 credits
Online

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Office Hours: By appointment

Course Description

In this course you will learn about, and try out, principles of marketing and e-commerce especially with an eye towards the user experience.

Objectives

By the end of this semester, you will be able to:

- Describe and apply the UX, Design, behavioral economics and psychology principles for digital marketing and e-commerce.
- Evaluate existing products for their design and make recommendations for improvements
- Describe the differences between physical sales and online sales

Required Text and Material Purchase

There is no textbook for this course. Instead students will use primary and secondary sources.

Format

This is an online class. Here are the components:

Each week on Monday, a narrated powerpoint lecture for the week will be posted in Canvas. I suggest you watch these narrated powerpoint videos before you do each assignment.

Each week on Monday an assignment for the week will be given. Some of these assignments you will do on your own, and some you will have the option of doing with a partner. The assignments are typically due on Thursday night of that week.

Assignments will be announced and discussed in the narrated powerpoint and posted on Canvas. It is your responsibility to check Canvas for any assignments, when tests are happening and so on.

Grading

1000 total possible points:

Case Study Project 300

Term Paper 100

Assignments 200 (20 points each for 10 assignments)

Project Presentations 200 (100 points each for two project presentations)

Tests 200 (100 points each for two tests)

NOTE: There is no Final Exam

LATE ASSIGNMENTS -- If your assignments are handed in late you will lose 20% of the available points for every 24 hours you are late.

Grading Scale

A	= 94-100% of all possible points
A-	= 90-93.99%
B+	= 87-89.99%
B	= 84-86.99%
B-	= 81-83.99%
C+	= 78-80.99%
C	= 75-77.99%
C-	= 72-74.99%
D	= 69-71.99%
F	= <69%

The Role of the Professor

Professor Weinschenk will facilitate student research, projects and reports, and provide coaching and mentoring on class projects. It is Professor Weinschenk's goal that everyone in class will succeed.

The Role of the Student

As a student in this class, you are expected to be an active learner:

- You are encouraged to try new things, make mistakes, and need help. Your professor will help you get back on track if needed.
- You are expected to participate fully and do quality work assignments and presentations.
- You are strongly encouraged to ask as many questions as you need to.
- You are expected to take notes as needed so that you remember information.

Student Academic Standards and Disciplinary Procedures

UWSP has specific guidelines regarding student rights and responsibilities in class and on campus explained at

<http://www.uwsp.edu/dos/Documents/CommunityRights.pdf>

Disability Services

For information on **accommodations** available to students with disabilities, visit the Office of Disability Services in room 609 Learning Resource Center (715-346-3365) or their website:

<http://www.uwsp.edu/special/disability/>. Information can also be found at:
<http://www.uwsp.edu/admin/stuaffairs/rights/rightsADAPolicyInfo.pdf>

Academic Standards

The University of Wisconsin – Stevens Point is an academic community of individuals committed to the pursuit of learning, the acquisition of knowledge, and the education of all who seek it. This course expects that all work turned in for a grade is your own, or that of your group. A description of your rights and responsibilities as a member of the UWSP community can be found at:

<http://www.uwsp.edu/dos/Pages/Information%20for%20Students.aspx>

Student Academic Standards and Disciplinary Procedures (UWS/UWSP Chapter 14) is available at

<http://www.uwsp.edu/dos/Documents/Community%20Rights%20and%20Responsibilities.pdf#page=8>

In an Emergency

In the event of a medical emergency, call 911 or use red emergency phone located to the right of the pendulum in the 2nd floor hallway of the Science Building. Offer assistance if trained and willing to do so. Guide emergency responders to victim.

In the event of a tornado warning, proceed to the lowest level interior room without window exposure on the first floor lavatory in the Science Building. If time or space do not allow, go to A224 or A225 Science Building or remain in the hallways around those classrooms. See

<http://www.uwsp.edu/rmgt/Pages/em/procedures/other/floor-plans.aspx> for floor plans showing severe weather shelters on campus. Avoid wide-span rooms and buildings.

In the event of a fire alarm, evacuate the building in a calm manner. Meet at the far end of Lot X where the driveway enters Lot X. Notify instructor or emergency command personnel of any missing individuals.

Active Shooter – Run/Escapes, Hide, Fight. If trapped hide, lock doors, turn off lights, spread out and remain quiet. Follow instructions of emergency responders.

Watch the Active Shooter video at:

<https://campus.uwsp.edu/sites/rmgt/campus/SitePages/Shots%20Fired%20-%20Lightning%20Strikes.aspx>

Watch the Preventing Violence video at:

<https://campus.uwsp.edu/sites/rmgt/campus/SitePages/Flashpoint%20on%20Campus.aspx>

See UW-Stevens Point Emergency Management Plan at www.uwsp.edu/rmgt for details on all emergency response at UW-Stevens Point.