

AUSTIN PEAY STATE UNIVERSITY

Department of Communication

Syllabus

Comm 5210.W1, e-Communication Strategies (3)

APSU Online Course in D2L - First Eight Weeks of Spring 2010 Semester

Course begins on Thursday, January 14 2010

Course ends on Sunday, March 13, 2010.

Instructor: Frank E. Parcels, Ph. D., Professor (email: ParcellsF@APSU.edu)

Course Information

This course surveys critical issues in management communication, promotional strategies, public relations, and marketing communications in the context of the electronic marketplace and virtual communities. Course activities include online assignments, traditional and online readings, projects and guided exploration of a variety of e-strategies.

Course Objectives

- *Students explore electronic communication strategies in the advertising, promotion, public relations, marketing, and marketing communication for online businesses.*
- *Students explore case study examples and analyze the present use of e-business strategies online.*
- *Students analyze and evaluate corporate websites based upon critical criteria of efficiency, effectiveness, technology, and marketing communication.*
- *Students review different approaches and models to e-business and electronic communication.*
- *Students create an e-business plan for an online business considering the elements of goals and objectives, target audience reach, technology, budget, and the marketing of products and services.*

Course Work

This course requires some work both on and off line for completion of Internet research for reports and presentations; therefore students must have home/office Internet access or plan to spend a substantial amount of time in University computer

Course Textbooks

DeThomas, A., & Gensing-Prophal, L. (2001). *Writing a Convincing Business Plan* (2nd ed.). Hauppauge, NY: Baron's.

Reynolds, J. (2004). *The Complete E-Commerce Book* (2nd ed.). San Francisco: CMP Books.

Course Instructor

Instructor: Frank E. Parcels, Ph. D., Professor, Graduate Coordinator

Mailing Address: APSU, Dept. of Communication, P. O. Box 4446, Clarksville, TN 37044

Office: Music and Mass Communication Building (MMC), Room 327A

Telephone: (931) 221.6308

Fax: (931) 221.6307

Email Address: ParcellsF@APSU.edu *Email is my preferred method of communication.*

Website URL: <http://www.DrParcells.org/>

Spring 2009 Office Hours: TU/TH - 1:00 to 3:30 PM; W - 10:30 AM to Noon

Office Hours can be affected by scheduled University council, committee and departmental meetings as well as conventions and conferences.

Course Software

Students must have Microsoft Word software; all Windows and Macintosh versions are acceptable. All assignments must be completed as Microsoft Word documents (.doc or .docx are acceptable) for D2L Drop

Box assignments, but no other word processing software is acceptable. No other word processing software is acceptable for use in this course.

Course Evaluation

This course employs self, peer, and instructor evaluation when determining grades for the participation and projects. Written assignments are graded by the instructor taking into account the use of APA (5th ed.) writing style, use of the English language, content information, organization, assignment requirements, and depth of resources cited in the papers or postings.

Grade	Defined as	Point Ranges	Percentage
A	Superior	1350 to 1500	90 to 100%
B	Very Good	1200 to 1349	80 to 89%
C	Acceptable	1050 to 1199	70 to 79%
D	Poor and Unacceptable	900 to 1049	60 to 69%
F	Failing and Unacceptable	0 to 899	0 to 59%

Grades are rounded up to the nearest .5.

Course Ground Rules

- Participation in class is required.
- Attendance in class is expected.
- No foul or abusive language will be tolerated.
- No bias or prejudice of any type is appropriate in the classroom. This includes racial, ethnic, language, sexual, age, or other types of discrimination.
- Students are expected to communicate with other students in group projects.
- Students are expected to keep abreast of course announcements.
- Please use your assigned university email account and address as opposed to other personal email accounts and addresses.
- Report technical problems immediately to your instructor and the APSU Help Desk at HelpDesk@APSU.edu.

Course Communication Guidelines

- Plan what you want to say carefully.
- Always practice presentations prior to your inclass assigned date.
- Proof read all of your papers; if possible, have a friend or family member also proof read.
- Always use spell check in your word processing program before turning in papers.
- Use standard fonts in 12 point.
- Avoid bold letters.
- When using email, avoid using all capital letters as it is the same as shouting in person.
- Respect the privacy of other.
- Do not make insulting or inflammatory statements to other members of the class or group. Be respectful of their ideas.
- Be cooperative with group leaders in completing assigned tasks.
- Be positive and constructive in class or group discussions.
- Respond in a thoughtful and timely manner.
- Be constructive in your comments and suggestions.

Course Conferencing Guidelines

- *Introduce yourself to the other class or group members in the chat session.*
- *Be polite. Choose your words carefully. Do not use derogatory statements. Avoid overstatements.*
- *Be concise in responding to others in the chat session.*
- *Be prepared to open the chat session at the scheduled time.*
- *Be constructive in your comments and suggestions.*

Course Library Services

Check the APSU Woodward Library Resources by clicking [here](#), and the Woodward Library Communication Resources by clicking [here](#).

Course Help Desk for Technical Support

For online technical problems, please call the APSU Help Desk @ (931) 221-4357 or by email HelpDesk@APSU.edu. **Course D2L Assistance** For telephone assistance with D2L problems, please call (931) 221-6625 between 8 AM and 4:30 PM on any day when APSU is open.

Course Approach to Students with Disabilities

Any student who has a disability that may affect his/her academic performance in this course is encouraged to make an appointment with me by email at ParcellsF@APSU.edu to discuss this matter, or you may contact Disability Services: telephone (931) 221-6230 or for tty call (931) 221-6278.

Course Syllabus Changes

The syllabus is subject to change at any time for any reason of consequence to students and/or instructor. In case of syllabus changes, all students will be notified through their APSU email accounts. Students are expected to check their APSU email accounts on a regular basis for messages of importance concerning this course and its content.

Weeks & Dates	Course Unit	Lecture No. & Title	Course Content Area	Assignment and/or Examination	Readings
1 - 1/14 to 1/21	I: Understanding e- Communication	Lecture #1 - History and Development of the Internet Supplement #1: e-Business Overview	e-Communication and e-Business	ASSIGN #1: Discussion 1	Read: Reynolds, Chs. 1, 2, & 3; & DeThomas, Ch. 1
1/18	NO CLASS	Martin Luther King, Jr.	Federal/State Holiday	NO CLASS	NONE

2 - 1/22 to 1/31	I: Understanding e-Communication	Lecture #2 - Exploring the Online Benefits and Weighing the Internet Risks Supplement #2: Inside e-Business Technology	Internet Technology	ASSIGN #2: e-Business Review; DUE: Assign #1, posted online in D2L Discussion Board by 10 PM on Wednesday, 1/20. Examination I from 10 AM on Friday, 1/29, until 10 PM on Sunday, 1/31 ; covers Unit I lectures and readings	Read: Reynolds, Chs. 4, 5, 6, & 7; & DeThomas, Ch. 2
Weeks & Dates	Course Unit	Lecture No. & Title	Course Content Area	Assignment and/or Examination	Readings
3 - 2/1 to 2/7	II: Strategic Planning	Lecture #3 - Strategic Planning for Online Ventures Supplement #3: e-Business Models	e-Business Models	DUE: Assign #2, e-Business Review posted online in Discussion Board by 10 PM on Friday, 2/6! ASSIGN #3: Discussion 2	Read: Reynolds, Chs. 9 & 10; & DeThomas, Ch. 3
4 - 2/8 to 2/14	II: Strategic Planning	Lecture #4 - Research as Part of Strategic Planning Supplement #4: e-Business Research	Internet Markets and Audience Behavior	ASSIGN #4: Case Study Analysis, ;" DUE: Assign 3, Discussion 2, posted online in Discussion Board by 10 PM on Wednesday, 2/10! Examination II from 10 AM on Friday, 2/12, to 10 PM on Sunday, 2/14; covers Unit II lectures and readings	Read: Reynolds, Chs. 11 & 12; DeThomas, Ch. 4

Weeks & Dates	Course Unit	Lecture No. & Title	Course Content Area	Assignment and/or Examination	Readings
5 - 2/15 to 2/21	III: Implementing e-Communication	Lecture #5 - The Online Marketing Mix	Organizational Issues for E-Business	ASSIGN #5: E-Business Plans	Read: Reynolds, Chs. 13 & 14; DeThomas, Chs. 5 & 6
6 - 2/22 to 2/28	Implementing e-Communication	Lecture #6 - Budgets & Finance for Online Ventures Supplement #5: Organizational Structures and Operations	Relating to Investors	DUE: Assign #4, Case Study Analysis 2 posted online in Discussion Board by 10 PM on Wednesday, 2/24!	Read: Reynolds, Chs. 15 & 16; DeThomas, Chs. 10 & 11
7 - 3/1 to 3/7	Implementing e-Communication	Lecture #7 - Finalizing the e-Business Plan Supplement #6: e-Business Funding Sources	Formalizing the e - Business Plan	Examination III from 10 AM on Friday, 3/5, to 10 PM on Sunday, 3/7; covers Unit III lectures and readings	Read: Reynolds, Chs. 17, 18, & 19; DeThomas, Chs. 8 & 9

8 - 3/8 to 3/13	Course Completion	Online Presentations and Displays of e-Business Plans		<p>DUE: Assign #5, e-Business Plans posted online in Drop Box as Microsoft Word documents (.docx or .doc) by 10 PM on Wednesday, 3/10; Comprehensive Final Examination from 10 AM on Monday 3/8, until 10 PM on Saturday, 3/13; covers entire course content taking verbatim, but randomly selected, items from each unit exam.</p>	None
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Course Ingredients

Assignment	Description	Value
1: Discussion #1	Students respond to the specifics of the discussion topic on the D2L Discussion Board on the benefits of IT growth; students are required to provide a minimum of four feedback comments on peer postings. All items are posted where listed in the D2L Discussion Board.	100
2: E-Business Review	Students individually propose and then review an online website operating as an electronic business with shopping cart and purchasing technologies.	150
3: Discussion #2	Students respond to the specifics of the discussion topic on the D2L Discussion Board on the importance of developing online strategies; students are required to provide a minimum of three feedback comments on peer postings. All items are posted where listed in the D2L Discussion Board.	100
4: Case Study Analysis #1	Students work individually to analyze in some detail the e-business functions and effects of the posted case study. Students are required to provide a minimum of three feedback comments on peer case study analysis postings.	200

5: E-Business Plan	Students work in groups to prepare an e-business plan for an organization; plans must include goals and objectives, technology, budget, organization, policies, marketing mix, and plan implementation. Assignment is posted as a single Microsoft Word document (.doc or .docx) in the D2L Drop Box.	350
		900
Examinations	Description	Value
I: Unit I Exam II: Unit II Exam III: Unit III Exam	Each of the three examinations is a 60 item, "objective" test covering readings and lectures from the respective unit and containing true-false, multiple choice, and matching items for a total of 100 points on each exam.	100 each or 300 total
Final Exam	25-items are selected randomly from each of the three examinations and combined into a 75-item comprehensive final examination. Items are taken verbatim from the previous examinations.	300
		600