

January 2013

PRT 5460/6460 Electronic Marketing

Week's Topic	Reading	Tue	Wed	Thu	Deadlines	Sat
		1	2	3	4	5
HAPPY NEW YEAR! — Spring Semester begins on Monday, Jan. 7th!						
6 <i>Week 1: Course Orientation & Emarketing Basics</i>	7 Read Kotler et al Chapter 17 & The ABCs of the WWW	8 Class Meets in Marriott Library 1160— Please log-in to the computer by 3:40 pm	9	10 Class Meets in Marriott Library 1160— Please log-in to the computer by 3:40 pm	11 Orientation Related Assignments due at 12 noon today	12 Last Day to Add Classes is Sunday, Jan. 13th
13 <i>Week 2: Website Development Keys to Success</i>	14 Read Thomas Chapter 2 & 3	15 Class Meets in Marriott Library 1160: Please log-in to the computer by 3:40 pm	16 Last Day to Drop (delete) Classes	17 Class Meets in Marriott Library 1160: Please log-in to the computer by 3:40 pm	18 Website Evaluation 1 & 2 Assignments due at 12 noon today	19 Last Day to add, elect CR/NC or audit classes is Jan 22
20 <i>Week 3: SEO & Keyword Research</i> Read Thomas Chapter 4 & Ledford Chapter 1	21 Holiday— University Closed— Online lesson this week.	22 Class Meets in Marriott Library 1160: Please log-in to the computer by 3:40 pm	23	24 Class Meets in Marriott Library 1160: Please log-in to the computer by 3:40 pm	25 SEO/Keyword & Site Map Proposal Assignments Due at 12 noon today	26
27 <i>Week 4: Blogging for Success</i>	28 Read Thomas Chapter 5	29 Class Meets in Marriott Library 1160—	30	31 Class Meets in Marriott Library 1160—	Bloggging with Weebly and Survey Assignment due at 12 noon today	

February 2013

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Week's Topic	Reading	Tue	Wed	Thu	Deadlines	Sat
<i>Week 4: Blogging for Success</i>	<i>Read Thomas Chapter 5</i>				<i>1 Blogging with Weebly and Survey Assignment due at 12 noon today</i>	<i>2</i>
<i>3 Week 5: Website Analytics</i>	<i>4 Read Tonkin et al Chapter 5</i>	<i>5 Class Meets in Marriott Library 1160</i>	<i>6</i>	<i>7 Class Meets in Marriott Library 1160</i>	<i>8 2nd Blog Comment Assignment due at 12 noon today</i>	<i>9</i>
<i>10 Week 6: Social Media's Role in generating Traffic—Part 1</i>	<i>11 Read Morris – Lesson 1</i>	<i>12 Class Meets in Marriott Library 1160</i>	<i>13</i>	<i>14 Class Meets in Marriott Library 1160</i>	<i>15 Twitter & Pinterest Assignment due at 12 noon today</i>	<i>16</i>
<i>17 Week 7: Social Media's Role in generating Traffic—Part 2 Read Carter & Levy Chapter 2 & 3</i>	<i>18 Holiday— University Closed— Online lesson this week</i>	<i>19 Class Meets in Marriott Library 1160</i>	<i>20</i>	<i>21 Class Meets in Marriott Library 1160</i>	<i>22 Facebook or Linked In Assignment due at 12 noon today</i>	<i>23</i>
<i>24 Week 8: Photoshop Basics: Editing Images</i>	<i>25 Read Gyncild Chapter 1 & 2</i>	<i>26 Class Meets in Marriott Library 1160</i>	<i>27</i>	<i>28 Class Meets in Marriott Library 1160</i>	<i>Photoshop Vegtman & CaptCat Assignment due at 12 noon today</i>	

March 2013

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Week's Topic	Reading	Tue	Wed	Thu	Deadlines	Sat
<i>Week 8: Photoshop Basics: Editing Images</i>	Read Gyncild Chapter 1 & 2			Last Day to withdraw from classes is Friday, March 1st	1 Photoshop Vegtman & CaptCat Assignments due at 12 noon today	2
<i>3 Week 9: Photoshop Filters and Layers</i>	4 Read Gyncild Chapter 7 & 8	5 Class Meets in Marriott Library 1160	6	7 Class Meets in Marriott Library 1160	8 Photoshop Sunset Blend, & Postcard Assignments due at 12 noon today	9
10	11 Spring Break —No classes this week	12 Spring Break —No classes this week	13 Spring Break —No classes this week	14 Spring Break —No classes this week	15 Spring Break —No classes this week	16
<i>17 Week 10: Advanced Tools in Photoshop</i>	18 Read Fitzgerald Chapter 3	19 Class Meets in Marriott Library 1160	20	21 Class Meets in Marriott Library 1735— Note the room change	22 Clouds/Books Blend, Postcard, Banner Assignments due at 12 noon today	23
<i>24 Week 11: Advanced Tools in Photoshop</i>	25 Read Fitzgerald Chapter 6	26 Class Meets in Marriott Library 1160	27	28 Class Meets in Marriott Library 1160	29 Photoshop Text & Warhol Assignments due at 12 noon today	30
<i>31 Week 12: Basic Animation with Flash</i>	Read Grover Chapter 1 & 2				Flash 1—Ball & Shape Assignments due at 12 noon today	

April 2013

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Week's Topic	Reading	Tue	Wed	Thu	Deadlines	Sat
<i>Week 12: Basic Animation with Flash</i>	1 <i>Read Grover Chapter 1 & 2</i>	2 <i>Class Meets in Marriott Library 1160</i>	3	4 <i>Class Meets in Marriott Library 1160</i>	5 <i>Flash 1 & 2—Ball & Shape Assignments due at 12 noon today</i>	6
<i>7 Week 13: Using Raster Graphics in Flash</i>	8 <i>Read Grover Chapter 3 & 10</i>	9 <i>Class Meets in Marriott Library 1160</i>	10	11 <i>Class Meets in Marriott Library 1160</i>	12 <i>Flash 3 & 4—Animated Banner & Photo Gallery Assignments due at 12 noon today</i>	13 <i>Last Day to reverse CR/NC designation is April 19th</i>
<i>14 Week 14: Wrap-up on Projects & Revisit Web Analytics</i>	15 <i>No reading assignment</i>	16 <i>Class Meets in Marriott Library 1160</i>	17	18 <i>Class Meets in Marriott Library 1160</i>	19 <i>Final ePortfolio due at 12 noon today</i>	20
<i>21 Week 15: Project Showcase</i>	22 <i>No reading assignment</i>	23 <i>Class Meets in Marriott Library 1160: Final Service Learning Project due at 12 noon today.</i>	24 <i>Last Day of Classes</i>	25 <i>Reading day today—no exams or assignments due this day!</i>	26	27
28	29	30	<p>Thank you for taking this course. . . We sincerely hope that you feel that you have learned a great deal about Electronic Marketing. Have a great summer!</p>			

May 2013

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Week's Topic	Mon	Tue	Wed	Thu	Deadlines	Sat
			1	2	3 <i>No Appeals on grades accepted after noon on May 3rd.</i>	4
	<p>No Appeals on grades accepted after noon on May 3rd. Make sure your grades are correct NOW!</p>					
5	6	7	8	9	10	11
			<p><i>Grades will be available no later than May 14th, please do not request grades before this date. Please use the grade worksheet to determine your grade in this course.</i></p>			
12	13	14 <i>All University Grades Available on this date</i>	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	