

PRT 5460/6460 Electronic Marketing – Fall 2014

Instructor:	
Dr. Linda S. Ralston Associate Professor Department of Parks, Recreation and Tourism College of Health, University of Utah Office: Annex C 1001	
Telephone: 801-581-8080 FAX: 801-581-4930 Email: All mail should be sent via Canvas Mail. Web Pages: http://www.utourdoc.com/ Dr. Ralston's eportfolio: http://www.lindaralston.com/	Office Hours: Please see the office hours noted on the PRT 5460/6460 Canvas. Additionally, you are invited to request a live chat via Canvas anytime Dr. Ralston is available.

Course Description:

This course is designed to help students to understand the application of basic marketing concepts to parks, recreation, hospitality, and tourism services. The rapid expansion of the Internet and World Wide Web demands agencies to compete on a global basis in an increasingly financially efficient manner which has become dependent on the talents of their employees to develop and implement marketing plans. Therefore, this course will stress developing analytical and technical skills to make appropriate basic marketing decisions (i.e., target market, positioning, and marketing mix to apply marketing concepts) and the ability to demonstrate technical skills in the development of a marketing plan, a personal portfolio, and marketing pieces utilizing various software applications (i.e., HTML, Adobe Dreamweaver, Adobe Fireworks, Adobe Flash, Adobe PhotoShop, and Adobe Acrobat Professional, etc.) Upon completing the course students will be able to utilize the necessary skills to produce marketing products/services for their future employers.

Prerequisites:

All undergraduate students should have completed Marketing 3010, PRT 3211 or a similar introductory marketing course. All students should have completed the computer proficiency requirement including knowledge and ability to demonstrate proper file management skills. You should already know and be able to apply basic marketing principles; therefore you may not be concurrently enrolled in the prerequisite course at the same time as completing this course.

Class Meeting/Agenda:

Tuesday and Thursday, 9:10 am to 10:30 am in Marriott Library PC Lab 1160.

Please arrive promptly and log-in to the computer no later than the beginning of the class. It is my policy to begin class on-time. If you arrive late you may fall behind on the current lesson, missing valuable information and valuable opportunities to earn points.

Required Equipment/Supplies:

- **2 GB USB Drive**
- **A headset to utilize in the computer lab**

Each student will need their own USB drive, headset and lab manual no later than Tuesday, September 3rd. Please bring all items to class every day. The USB drive will be used to store all files needed in this course. We will be using “raw” images that are very large so please ensure that there is adequate unused space on your USB Drive. You will be expected to store all original images and modified files needed to complete the assignments in this course. The materials in the **PRT 5460/6460 Electronic Marketing Lab Manual** will be referenced each week during class. Please bring it with you to ensure that you are able to keep up with the progress of the class. The headset will be needed during class to listen to step-by-step instructions on lessons in order to move at a pace with which you are comfortable.

Teaching and Learning Methods:

This course is taught in a **flipped classroom** format. Each student is expected to review the assigned readings and the recorded lecture prior to coming to class. It is important that each student assume responsibility to come to class ready to proceed with the laboratory exercise. We will not be reviewing the reading or the lecture during class. The meeting time in the computer lab is reserved for the hands-on application of the concepts covered in the week's module. Please note that there are study guides for each of the readings in the **PRT 5460/6460 Canvas Page**. These have been designed to help you comprehend and recall the key concepts covered in the readings and recorded lecture. There may be a quiz at the beginning of class to measure your comprehension and readiness to proceed. You will be permitted to utilize your study notes, but you will not be allowed to view the readings or the lecture during the quiz.

Required Readings:

All required readings are provided on Canvas or link from Canvas to the Marriott Library electronic books. Students will be expected to complete several on-line lessons and electronic readings in preparation for lessons covered in the computer lab during class time. These have been designed to insure that each student is prepared to comprehend concepts discussed; terminology used during the lesson, and proceed with the “applied skills” with little difficulty. A failure to prepare will hinder your progress during the lessons. Many of the lessons will be followed by timed quizzes and assignments to measure your comprehension and readiness to learn.

Recommended Books:

The following recommended books will assist you in fulfilling the technical aspects of the course. Although there are a wide variety of books available regarding the skills and software that we will be covering in this course, the following books are either available as ebooks on the Marriott Library or feature tutorials with excellent illustrations. Many of the lab lessons will follow the same steps that are covered in these books. E-readings may be available from these books, but the full lists of e-reading sources are available on the PRT 5460/6460 Canvas. The following books are available at local bookstores, such as, Barnes & Noble, Amazon.com, and the University Bookstore:

- Carter, B. & J. Levy. (2011) *Facebook® Marketing: Leveraging Facebook’s Features for Your Marketing Campaigns*, Third Edition. Indianapolis, Indiana: Que Publishing, Inc.

- Clay, Bruce & Susan Esparza (2009). *Search Engine Optimization All-In-One for Dummies*. Hoboken, NJ: Wiley Publishing, Inc.
- Carter, B. & J. Levy. (2011) **Facebook® Marketing: Leveraging Facebook’s Features for Your Marketing Campaigns**, Third Edition.
- Deckers, E. & K. Lacey. (2010). **Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself**. Indianapolis, Indiana: Que Publishing, Inc.
- Fitzgerald, Mark. (2010). *Adobe Photoshop CS5: Restoration and Retouching for Digital Photographers Only*. Indianapolis, Indiana: Wiley Publishing, Inc.
- Grover, Chris. (2010). *Flash CS5: The Missing Manual*. (Fourth Edition) Sebastopol, CA: O’Reilly Pogue Press.
- Gyncild, Brie. (2010). *The Photoshop CS5 Pocket Guide*. Berkeley, CA: Peachpit Press.
- Kotler, Philip, John T. Bowen & James Maken. (2010). *Marketing for Hospitality and Tourism*. (Fifth Edition). Pearson Education/Prentice hall
- Ledford, Jerri. (2009). *Search Engine Optimization Bible*. Indianapolis, Indiana: Wiley Publishing, Inc.
- Lowery, Joseph W. (2010) *Adobe Dreamweaver CS5 Bible*. Indianapolis, Indiana: Wiley Publishing, Inc.
- MacDonald, Matthew. (2009). *Creating a Web Site: The Missing Manual*. Sebastopol, CA: O’Reilly Pogue Press
- McFarland, David. (2009). *CSS: The Missing Manual*. Sebastopol, CA: O’Reilly Pogue Press.
- McFarland, David. (2010). *Dreamweaver CS5: The Missing Manual*. Sebastopol, CA: O’Reilly Pogue Press.
- Morris, Tee. (2009). *Sam’s Teach yourself Twitter in 10 Minutes*. Pearson Education.
- Rowse, D. & C. Garrett. (2012). *Secrets for Blogging Your Way to a Six-Figure Income*, Third Edition. Indianapolis, Indiana: Wiley Publishing, Inc.
- Snider, Lesa. (2010). *Photoshop CS5: The Missing Manual*. Sebastopol, CA: O’Reilly Pogue Press.
- Thomas, L. (2011). *The McGraw-Hill 36 Hour Course: Online Marketing*. New York: McGraw-Hill Publishers.
- Tonkin, S., C. Whitmore, & J. Cutroni. (2010). **Performance Marketing with Google™ Analytics: Practical Strategies for Maximizing Online ROI**. Indianapolis, Indiana: Wiley Publishing, Inc.

Canvas Resources:

This course is designed to combine the best of face-to-face discussions with asynchronous tools via the PRT 5460/6460 Canvas pages. We will be utilizing the discussion board and mail functions of Canvas to facilitate team preparations and feedback regarding the service-learning projects. Written assignments will be posted on the Canvas Assignment page. Customized content modules provide students with the content for the "Course: Week by Week," Ready Reference links to pertinent resources, Calendar and Announcements regarding updates to the Syllabus, and a web links. An online orientation to Canvas will be reviewed during the first week of the class to ensure that each student is familiar with Canvas tools.

Effective Communication Skills:

Communication skills are essential for success in the tourism and hospitality services industry.

Therefore, each student's participation grade will reflect their ability to communicate orally and in writing, to incorporate the basic marketing principles and ability to utilize the computer software covered in this course.

Recommended Writing Resources: (The online syllabus has active links)

[*The Elements of Style*](#), by Strunk & White, is an excellent and convenient source on correct usage of formal language.

[*The Brief New Century Handbook*](#) (NCH), 3rd Ed. The web page has several learning tools designed to help students identify and overcome common errors. A copy of the book has been placed on reserve at the Marriott Library.

[University of Utah Resources for Writers](#)

[University of Utah Health Sciences Writing Workshop](#)

[North Carolina Online Writing Lab](#)

[Purdue University Online Writing Lab](#)

[University of Florida Online Writing Lab](#)

This course will follow [APA \(American Psychological Association\)](#) style guide

Course Requirements/Assignments:

The computer lab will be held in the Marriott Library Kaleidoscope Room 1160 (first floor) as per the schedule on the Canvas calendar. This will be a "doing/active" type of class session. Input and involvement from students is essential if the class is to be a beneficial experience for everyone. Your ability to integrate theories and concepts with the computer applications will be reflected in your final grade. A list of reading assignments and computer related resources are provided on the course Canvas pages. Students are expected to read the material before the class meeting.

ALL ASSIGNMENTS for this class will be submitted via Canvas. All assignments are to be completed via Word Perfect or Word (but not the HTML functions), Word Perfect Presentations or Word Powerpoint., Microsoft Publisher, Adobe Photoshop, Adobe Dreamweaver or Adobe Flash, or Windows Notepad. Do NOT use Microsoft FrontPage, Netscape Composer, and/or other web editing/photo editing software as you will be subject to errors in the commands that may result from the use of non-supported software. Students are restricted from purchasing templates from any source for use in any assignment for this course. There will be more than adequate time to complete the assignments during the lab, so long as you do not fall behind due to absences, late arrival or a lack of computer literacy.

Class Participation and Quizzes - includes input, inquiries, class assignments, and quizzes. Please note that there will be reading comprehension quizzes and software skills demonstration quizzes conducted at the beginning of the class meetings. If you are absent or late you will not be able to make up these opportunities. Total Possible points: 800.

Service-Learning Project - Each student will prepare a web page and flash animation for a PRT student scholarship fund and awardees as assigned by the instructor. You will receive the specific instructions and assignments no later than October 1st. **The final project will be due no later than December 12th at 12 noon. No late reports will be accepted.** Additionally, any use of other people to develop your projects or software not included in the above list will void any points for any project made with other software. You may not purchase a template to use for the project. The purpose of this assignment is to

integrate what you have learned from the lectures, readings, and the use of the tools taught in this class. Please heed this warning completely. **No late submissions will be accepted** Possible Points: 75

Final Electronic Portfolio – Both undergraduate and graduate students will be required to submit a Electronic Portfolio. Graduating students seeking a career in marketing parks, recreation and tourism industry many times find themselves at a disadvantage without graphic evidence related to their ability to utilize marketing software. The evidence may come in various shapes, sizes and conditions but often is not in presentable portfolio form. The final project was created to assemble and prepare the students' various evidence, just as an artist or advertising executive presents forms of their work in a portfolio. The overall goal of this course is to present an attractive and broad set of physical evidence of student work relating to entry-level expectations for marketing in the parks, recreation and tourism services. Each student will have had an opportunity to develop several projects throughout the semester, receive feedback and grades on the individual projects, and participate in the service-project. The final portfolio will provide an opportunity for students to incorporate revised and updated evidence of their talent and creativity in order to market within the parks, recreation and tourism related industry. (Possible points = 100) **Due Date: Friday, December 12th at 12 noon. No late submissions will be accepted.** (This is in lieu of a final examination for this course. As a final exam, the submitted work should be yours and yours alone. This is an independent project and as such, should reflect your skills and creative talents. Any effort to copy the work of a classmate will result in a failing grade in this course and referral to the College of Health Academic Misconduct and Appeals Committee.) Please see the outline and example portfolio provided on the course pages on Canvas. The outline follows the required portfolio in partial fulfillment of the final internship. You will have the basic framework and many components of the portfolio. Required components are summarized briefly here with a more detailed checklist on the Assignment page:

Grading Policy:

Students are encouraged to ensure that all assignments and assessments are completed in a timely manner. All deadlines for the assignments and assessments have been posted on the Canvas Calendar. Please note that **all late assignments will be deducted 10% per day late or portion of day late. No assignment will be accepted that is over one week past the due date.** Please note that a failure to complete an assignment prior to the final acceptable due date does not excuse you from including the inclusion of the completed assignment within the electronic portfolio. **No late submissions accepted after November 3rd at noon regardless of the due date.** For example, no late submissions of the electronic portfolio or the service learning project will be accepted. All grades will be posted on the grading record on the PRT 5460/6460 Canvas.

Grading Scale:

A	93-100%	
A-	90-92%	
B+	87-89%	
B	83-86%	
B-	80-82%	

C+	77-79%	<p>The bar has been established and it is up to you to clear the bar to earn the grade you wish for this course. Aspire to be the most you can possibly become . . . begin by challenging yourself to achieve an A grade in this course. Most assignments will be completed in class . . . so start by attending class on a regular basis. Then manage your time by reading before class and completing tasks in a timely manner.</p>
C	73-76%	
C-	70-72%	
D+	67-69%	
D	63-66%	
D-	60-62%	
E	Below 60%	

Tentative Course Outline:

This is a doing – hands-on skills class. The outline has been prepared based on the average progress of students in prior years. If it becomes clear that we are not able to maintain the same pace as prior groups of students, the instructor reserves the right to modify due dates or specific lessons. The key is to come to class prepared with the study guides & questions completed.

Week #: Day	Weekly Topic	Reading Assignment	Location of Reading – See Canvas	Assignments
Week 1: Tuesday	Canvas & Course orientation	Read Kotler, Bowen & Makens Chapter 17	On Canvas	Orientation Related Quiz & Assignments
Week 1: Thursday	Review of Basic Marketing Concepts	The ABCs of the WWW: 33 Terms you need to know.	On Canvas	Basic Web Jargon & Marketing Quiz
Week 2: Tuesday	Website Design Keys to Success	Thomas Chapter 2 & 3	On Canvas	Website Evaluation 1
Week 2: Thursday	Website Design Keys to Success	Lost in the Maze? Keep navigation issues in mind when designing your site	On Canvas	Website Evaluation 2 Assignment
Week 3: Tues. & Thurs.	SEO & Keyword Research	Read Ledford Chapter 1 & Thomas Chapter 4	Marriott Library-Safari Online & On Canvas	SEO/Keyword Research
Week 4: Tues. & Thurs.	Bloggng for Success	Read Thomas Chapter 5	On Canvas	Blog on AIDA & Survey – User Action
Week 5: Tues. & Thurs.	Website Analytics:	Read Tonkin et al Chapter 5	Marriott Library-Safari Online	Website Analytic Analysis
Week 6: Tues. & Thurs.	Social Media’s Role in generating Traffic—Part 1	Read Morris – Lesson 1 (Intro to Twitter)	Marriott Library-Safari Online	Twitter & Pinterest Assignment
Week 7:	Social Media’s Role	Read Carter & Levy	Marriott Library-	LinkedIn &/or

Tues. & Thurs.	in generating Traffic—Part 2	Chapter 2 & 3	Safari Online	Facebook Assignment
Week 8: Tuesday	Photoshop Introduction: Basics	Read Gyncild Chapter 1	Marriott Library-Safari Online	Vegtman Assignment
Week 8: Thursday	Photoshop Introduction: Editing Photos	Read Gyncild Chapter 2	Marriott Library-Safari Online	Captcat Assignment
Week 9: Tuesday	Photoshop: Filters	Read Gyncild Chapter 7 & 8	Marriott Library-Safari Online	Utefan & Warhol Assignment
Week 9: Thursday	Photoshop: Color Adjustments	Read Fitzgerald Chapter 3	Marriott Library-Safari Online	Sunset Assignment
_____	No classes due to spring break	Catch-up on your reading	Not applicable	
Week10: Tuesday	Photoshop: Text Effects	Read Fitzgerald Chapter 4	Marriott Library-Safari Online	Text Effects & Banner Assignments
Week11: Thursday	Photoshop: Layer Masks	Read Fitzgerald Chapter 6	Marriott Library-Safari Online	Blend, Postcard, & Happy Couple Assignments
Week12: Tuesday	Introduction to Flash & Classic Tweening	Read Grover Chapter 1 & 2	Marriott Library-Safari Online	Rolling Ball Assignment
Week12: Thursday	Flash: Shape Tweening		Marriott Library-Safari Online	Shape Tweening Assignment
Week13: Tues. & Thurs.	Using Raster Graphics in Flash	Read Grover Chapter 3 & 10	Marriott Library-Safari Online	Photo Gallery/Banner
Week14: Tues. & Thurs.	Wrap-up on Final Projects	No Reading Assigned	Not applicable	ePortfolio Due
Week15: Tuesday	Showcase – Peer Review	No Reading Assigned	Not applicable	Service Project Due

General Policies:

Please review the [Department of Parks, Recreation and Tourism Course Policies](#) for details regarding tardiness, cell phones, visitors, etc. The University of Utah has established policies regarding attendance (<http://www.acs.utah.edu/sched/handbook/attend.htm>) and [Student Code of Behavior](#).

“All students are expected to maintain professional behavior in the classroom setting, according to the Student Code, spelled out in the Student Handbook. Students have specific rights in the classroom as detailed in Article III of the Code. The Code also specifies proscribed conduct (Article XI) that involves cheating on tests, plagiarism, and/or collusion, as well as fraud, theft, etc. Students should read the Code carefully and know they are responsible for the content. According to Faculty Rules and Regulations, it is the faculty responsibility to enforce responsible classroom behaviors, and I will do so, beginning with verbal warnings and progressing to dismissal from class and a failing grade. Students have the right to appeal such action to the Student Behavior Committee.”

Accommodation Statement:

“The University of Utah seeks to provide equal access to its programs, services, and activities for people with disabilities. If you will need accommodations in this class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Olpin Union Bldg, 581-5020 (V/TDD). CDS will work with you and the instructor to make arrangements for accommodations. For further information please see the University of Utah accommodations policy (<http://www.admin.utah.edu/facdev/>) or the web site for the Center for Disability Services (<http://www.sa.utah.edu/ds/>).

Reasonable accommodations will be made for students with physical, cognitive, systemic, learning or psychiatric disabilities. Please notify your instructor or the Program Coordinator of pertinent disabilities at the first class session. Disabilities must be listed on the "Participant Agreement, Release, and Acknowledgment of Risk" form. The Department of Parks, Recreation and Tourism maintain an environment supportive of the Americans with Disabilities Act (ADA), and of non-discrimination.”

Food and Beverages in the Computer Lab:

No food items are allowed in the Marriott Library computer labs. Beverages in “spill-proof” containers are allowed. Students are asked to clean all spills up immediately to avoid attracting insects that may damage the electronics in the computers.

Prerequisites:

If you have not completed the prerequisites for the class, please drop this course as soon as possible in order to allow adequate time for other students to enroll. If you have questions concerning the prerequisites please see the instructor before the second class meeting.

Syllabus Disclaimer:

“This syllabus has been created as a guide to the class and is as accurate as possible. However, all information is subject to change as class needs change. Any changes will be discussed during class session and will be documented on the Canvas Announcement page.” The PRT 5460/6460 Canvas resource provides detailed information regarding the calendar, weekly lessons, required readings, assignments, and assessments. Students are encouraged to view the PRT 5460/6460 Canvas resource as it provides links to numerous items that may assist in making a decision regarding the appropriateness of this course for their career development.

Student Absences:

The University expects regular attendance at all class meetings. You are responsible for satisfying the entire range of academic objectives, requirements and prerequisites as defined by the instructor. If you miss the first 2 class meetings, or if you have not taken the appropriate requisites, you may be required to withdraw from the course. If you are absent from class to participate in officially sanctioned University activities (e.g. band, debate, student government, intercollegiate athletics), religious obligations, or with instructor's approval, you will be permitted to make up both assignments and examinations. The involved students must deliver written documentation of absence to their instructors, preferably before the absence but in no event later than one week after the absence

Dropping a Course:

Students may drop a class through the seventh calendar day of the term. Dropped classes are deleted from the student’s record, and no tuition is charged. Beginning the eighth calendar day of the term and extending through the published deadline on the Academic Calendar (<http://www.sa.utah.edu/regist/pages/Deadlines.html>), a student may withdraw from a class or from the University. A “W” is recorded on the academic record. Students may appeal the deadline for

withdrawal in the case of compelling, non-academic emergencies by submitting a petition and supporting documentation to the Dean of the College of their major department. For extraordinary reasons approved by the student's Dean and the Registrar, the grade of "W" may be given after the end of the term. Such requests must be submitted within three years of the affected term(s) or prior to graduation from the University, whichever comes first. Please note an instructor cannot drop a student from a course. Dropping a course or withdrawing from a course is the sole responsibility of the student via the Campus Information System (CIS). See an academic advisor if you need assistance dropping a course.

Withdrawal Policy: The University expects regular attendance at all class meetings. You are not automatically dropped from your classes if you do not attend. You must officially drop your classes by the published deadline in the academic calendar to avoid a "W" on your record. See <http://www.acs.utah.edu/sched/handbook/wddeadlines.htm> .

Department of Parks, Recreation and Tourism Course Policies Academic Expectations

The following academic expectations and standards are applicable to every course.

Papers: All reports and papers must be neatly typed. Grades will be lowered due to poor quality, organization, composition, grammar, and/or spelling. All work must be original (your own) unless cited by references. Plagiarism violations are subject to prosecution under university student behavior regulations.

References and Citations for Papers: Quotes and concepts taken from other people's work must be cited and referenced, using a standard and consistent format (APA). Examples of appropriate forms are available in an APA Manual.

Due Dates: All due dates refer to the start of the class period on the date due. Late assignments will be severely penalized, and may not be accepted at all.

Attendance: The University expects regular attendance at all class meetings. Students are responsible for satisfying the entire range of academic objectives and requirements as defined by the instructor. Students who are absent due to officially sanctioned University activities, religious obligations, family emergencies, and health emergencies shall be permitted to make-up exams and other assignments. These arrangements should be approved by the instructor prior to the absence. Official documentation of the absence is required.

Final Exams: It is against University policy to give final exams at a time other than the scheduled periods for final exams. At the start of each semester, find out the exam dates for each course and make plans to be there for the exams. All conflicts with other exams must be resolved with the course instructor at least two weeks prior to the final exam.

Incompletes: University policy states that an incomplete may be given only when the student has passed at least 80% of the course work.

Withdrawals: Students may drop a course with no penalty by the end of the second week of the

semester. The grade "W" is given when a student officially withdraws from a class or from school after the tenth calendar day of the term. After the mid-point of the course (see semester schedule for exact date) students may petition for withdraw for a non-academic emergency. Petitions and supporting documentation are submitted to the office of the Dean of the College of Health. Such petitions must be submitted by the last day of the regular course instruction.

Course Readings: Courses will be conducted each day under the assumption that students have read the assigned material for that day. Students who keep up to date in their readings are more prepared to follow the instructor's presentation, contribute to class discussions, and earn higher grades. Instructors may give pop quizzes and award participation credit.

Credit/No Credit: all courses in the major and allied areas (except NRL courses, UGS 3000 Student Success Seminar, etc.) must be taken for graded credit.

Minimum Grades: Grades of "C-" or better must be earned in major or allied field courses for the course to count toward completion of the major.

Students with Disabilities: The Americans with Disabilities Act requires that reasonable accommodations be provided for students with physical, cognitive, systemic, learning, and psychiatric disabilities. Please contact the course instructor at the beginning of the semester to discuss any such accommodations for this course.

Field Trips and Service Learning: Students must comply with the policies and standards for field trips and service learning as stated in the PRT Undergraduate Manual (also available on the COH network in the computer lab - H:lab_pc/prt/fieldtrips), and complete a release form as provided by the instructor.

Class Civility: A positive learning experience requires that students conduct themselves in a civil manner and respect the class environment, the instructor, guest speakers, and other students. Expectations include:

Prompt Attendance: Students who arrive late for class (or leave early) are distracting to class activity, and may be penalized.

Talking and Disruptive Behavior: Students who are distractive to the instructor and/or other students may be asked to leave the classroom.

Cell phones and Pagers: These should be turned off in class. If they are needed for work, you are advised to place them on vibrate.

Guests and Pets: There may be no guests or pets accompanying students to class.

Care of the Classroom: Please leave the class area in as good or better condition than its condition at the start of your class.

Further details regarding the assignments for this course will be made available on the first day of the course via the PRT 5460/6460 Canvas Resources.