

PRT 5460/6460 Electronic Marketing – Spring 2013

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| <p>Instructor: Dr. Linda S. Ralston Associate Professor Department of Parks, Recreation and Tourism College of Health, University of Utah Office: Annex C 1001</p> | <p>Teaching Assistants: Lin Zhang (Lin), Xu Liu (Rachel), Si Chen, Ling Sha, and Qingqing Zhang (Tiffany)</p> <p>(All are available via Canvas email and office hours will be posted on the course home page.)</p> |
| <p>Telephone: 801-581-8080 FAX: 801-581-4930 Email: All mail should be sent via Canvas Mail. Web Page: lindaralston.weebly.com/ and www.utourdoc.com/</p> <p>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.</p> | <p>Tutoring Sessions: The TAs will be available to assist you with one-on-one tutoring on HTML, Dreamweaver, Photoshop, and Flash. Please contact them via Canvas Private Mail to schedule a time to meet in Annex 1073. Class time is not a time to schedule one-on-one tutoring. If you are absent from class you will need to schedule a tutoring session to catch up with the lessons prior to class time. Please do not expect one of the TAs to be your exclusive assistant during class.</p> |

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, 3:40 pm to 5:00 pm 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:

Each student will need their **own 2 GB USB Drive, a headset, and the PRT 5460/6460 Electronic Marketing Lab Manual**. You will need these no later than Tuesday, January 15th. The USB drive will be used to store all files needed in this course. Please bring all items to class every day. 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.

Required Readings: All readings will be linked via the Canvas and the Marriott Library.

A booklet of study guides and step-by-step instructions for the in-class lessons are available from the OSH Copy Center. You will need to bring this to the computer lab each class session. 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.

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.

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, Windows Notepad, Weebly or WordPress, Twitter, Pinterest, LinkedIn, and/or Facebook. 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 March 1st. **The final project will be due no later than April 26th 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 personal 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 a printed portfolio format. 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, April 19th. 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:


- A landing/index page with dynamic navigation menu, footer with contact information, professional image of the student, links to social media (minimum Twitter & Facebook/LinkedIn), and career goal/personal introduction.
- A minimum of the following secondary pages utilizing a standard navigation bar initiated on the index page.
 - Resume including a professional image (2 versions: HTML and PDF)
 - Blog on electronic marketing
 - Education Learning Outcomes & Class Projects Gallery including the Service-Learning Project summary completed in this course
 - Weebly PhotoShop Gallery illustrating before and after images created with Adobe PhotoShop.
 - Adobe Flash Gallery (3 animations minimum)
 - Survey/feedback on your eportfolio

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 April 2nd 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:

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| A | 93-100% |  |
| A- | 90-92% | |
| B+ | 87-89% | |
| B | 83-86% | |
| B- | 80-82% | |
| C+ | 77-79% | |
| C | 73-76% | |
| C- | 70-72% | |
| D+ | 67-69% | |
| D | 63-66% | |
| D- | 60-62% | <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> |
| E | Below 60% | |

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.