

PERFORMANCE MEASURES AND REWARDS

REWARD ACTIVITY

- 50 pts** **General Class Participation:** Students are expected to take an active role in this class. A top grade in participation can be achieved by consistently making quality discussion points related to articles, guest lecturers, and other unassigned material relevant to the course.
- 100 pts** **Article Reviews and Discussion:** Students are required to submit a ½ page discussion of a key point in the assigned articles (single spaced, 12 pt. font, 1 line for your name and the authors of the article you are discussing). Your discussion should attempt to do one or more of the following: 1) apply the information in the article to your own work experiences, 2) identify connections between the current article and past articles that we have discussed in class, 3) suggest possible extensions of the research, and/or 4) point out holes in the research. Please do not include comments about how difficult it was to read or your level of interest in the article. **(Please note: All article discussions must be submitted at the beginning of class on the day they are due. Also, you will not receive points for article discussions if you are not in class when they are discussed.)**
- 100 pts** **Mid-Term Test:** This test is essentially a review of the strategy portion of the class. It will consist of multiple-choice questions and/or structured essay type questions. Questions will come from the book, lectures, or both. Please note that I do not curve exams.
- 300 pts** **Case Study Analysis:** There will be two case sessions on Internet based companies. The case write-ups will not exceed three double-spaced pages including appendices (12 pt New Times Roman font, 1-inch margins, and no more than 25 lines on a page).
- 450 pts** **Consulting Project:** Working in teams, you will perform an in-depth strategic analysis of an existing local business and make recommendations for how that business could leverage the Internet to improve its performance. You cannot do this project on your own company. Although it may help you organize your thoughts, a written paper is not required. You are only required to present your findings. The presentation is limited to 12 minutes. Creativity and clarity in the presentation will be greatly rewarded. All students in the group must speak. Students should be prepared to defend their ideas.
- Groups must identify their client by February 8th. Please submit a description of your client's situation and contact information on that date. A status report on your project is due on March 7th. This report must be typed.

REWARD SYSTEM:

975-1000 A+	875-899 B+	775-799 C+	675-699 D+	< 600 No Sale!
925-974 A	825-874 B	725-774 C	625-674 D	
900-924 A-	800-824 B-	700-724 C-	600-624 D-	

COURSE POLICY

Assignment Policy

If an assignment is missed or late, the points will be lost. Late is defined as more than five minutes after the start of class in which the assignment is due. Exceptions to these rules will be made only under *extreme* circumstances.

Group Conduct

All group members are expected to act in a professional manner. This means attending group meetings whenever possible and making alternative arrangements when you cannot meet. Given the current state of technology, there is **no excuse** for poor group participation. If you do not have time to work with your group because of work or family commitments, then you are taking too many courses and you should consider dropping the class. Other group members should not be expected to carry more than their fair share. A group has two options for dealing with an uncommitted group member: 1) reduce the member's project grade through a peer evaluation, or 2) fire the group member. If a student is fired from their group they will not be allowed to complete the project on their own. In either case, the group must document (1) the individual's poor performance and (2) the group's efforts to improve that performance before and disciplinary action is taken. Furthermore, the professor must approve any disciplinary action before it is carried out.

Academic Honesty

Students are expected to do their own work and give appropriate credit for the work of others. If research work is assigned, students must ensure that they do not plagiarize ideas from others. Violators of this policy will be subjected to disciplinary actions, grade penalty, and possible withdrawal from the course. Please see the B.S.U. catalog for further information.

Class Attendance

The professor reserves the right to assess a grade penalty of up to 150 pts to students who miss **more than three classes** without prior permission. If you cannot make it to class on a particular day, you are responsible for **e-mailing** this information to me **before** the class begins. The email should have your name, the class title, and the date you missed in the subject line. If you call me before class, you must also e-mail me the same information so that I can add it to my records. If you call but do not e-mail me the information, you will be considered absent. Please note that if you are absent when I give a quiz, you will lose those points even if you have given me prior notification.

Reading List

- *Hoffman and Novak (1996), "Marketing in hypermedia computer-mediated environments: Conceptual foundations," *Journal of Marketing*, 60 (3): 50-68.
- *Sawhney, Verona, and Prandelli (2005), "Collaborating to Create: The Internet as a Platform for Customer Engagement in Product Innovation," *Journal of Interactive Marketing*, 19 (4): 4-17.
- *Beuscart and Mellet (2008), "Business Models of the Web 2.0: Advertising or the Tale of Two Stories," *Communications and Strategies* (Special Issue): 165-181.
- Johnson, Christensen, and Kagermann (2008), "Reinventing Your Business Model," *Harvard Business Review*, 86(12): 50-59.
- Raftery (2010) "King of Cheez: The Internet's Meme Maestro Turns Junk Into Gold," *Wired*
- *Lovett and MacDonald (2005), "How Does Financial Performance Affect Marketing: Studying the Marketing-Finance Relationship from a Dynamic Perspective," *Journal of the Academy of Marketing Science*, 33 (4): 476-485.
- Edwards (2007), "Pandora's Long Strange Trip," *Inc Magazine*, 29 (10): 100-108.
- *Hoffman and Novak (2009), "Flow Online: Lessons Learned and Future Prospects," *Journal of Interactive Marketing*, 23: 23-24.
- *Burt (1999), "The Social Capital of Opinion Leaders," *Annals of the American Academy of Political and Social Science* 566(Nov.): 37-54.
- Verona et al. (2006), "Innovation and Virtual Environments: Toward Virtual Knowledge Brokers," *Organization Studies*, 27(6): 765-788.
- *Smith, Coyle, Lightfoot, and Scott (2007), "Reconsidering Models of Influence: The Relationship between Consumer Social Networks and Word-of-Mouth Effectiveness,"
- *Kozinets, de Valck, Wojnicki, and Wilner (2010), "Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities," *Journal of Marketing*, 74(1): 71-89.
- *Brown, Broderick, and Lee (2007), "Word of Mouth Communication Within Online Communities: Conceptualizing the Online Social Network," *Journal of Interactive Marketing* 21(3): 2-20.
- McGirt (2009), "Boy Wonder," *Fast Company* 134: 58.
- Chafkin (2007), "How to Kill a Great Idea," *Inc* June: 85.
- *Articles that must be summarized.