

April, 2009

Dear MBA Student:

Greetings and welcome to the on-line course MBA 687, eMarketing. This course begins on Tuesday, May 26, and ends on Friday, July 3rd; however, you can access this course starting Sunday, May 24<sup>th</sup>.

This course examines the use of the internet for marketing purposes. Technology in computing and communication are reshaping the field of marketing in many ways. The internet is a good example of companies taking on different media for their marketing activities. The internet is not only a place for sales transactions, but also a place to communicate and build relationships with customers. Further, digital catalogs replace print catalogs and multimedia presentations with audio and video are used in sales presentation.

This course is different from those in eCommerce because of the marketing focus. We will not be spending a great deal of time on the available technology, home page development, or html. Instead, we will look at the Marketing Manager's perspective, not the Information System's perspective.

Although I have chosen a fairly recent textbook, the online environment changes daily. Therefore, I will not be presenting the text material. You are responsible for reading that on your own. Instead, we will use current papers, articles and web sites to build upon the theories and frameworks in the book.

The text for the course is: Roberts , Mary Lou, Internet Marketing: 2<sup>nd</sup> edition, ISBN: 10: 0759392781

The Marist bookstore has the books in stock. You can purchase your book using the online ordering system at <http://marist.bkstore.com> (refer to the instruction provided in your registration package).

This course is highly participative so you will need to commit the time to keep up with the readings and assignments. In addition, you and the others in your assigned group need to make the time to actively participate in the class and group discussions. Discussion is expected throughout the course and you should not wait until the last day of each assignment to post your comments since that is the electronic equivalent of a declaration vs. a discussion. Postings throughout the period, stating positions, asking questions and responding to the postings of others is the only way your group will fully explore and develop ideas, and, the only way you will receive full credit for participation.

I will create a General Discussion Group. Feel free to use this area for any discussion you may want to have, course related or not. You should also use that to post questions you have about the course, content, assignments, etc. In that way, others in the class who have the same question will see my answer, and, everyone will have information I provide to clarify things that are unclear. Of course you should email me with any issues specific to your participation or of a personal nature.

In order to access the course, your login is your Marist K account: For new students, your initial password is the first eight digits of your social security number. The login address is <http://elearning.marist.edu> .

If this is your first course in the online MBA Program, please click on the student tutorial and course demo links at the bottom of the login page. You may have to experiment a little but these resources should provide an overview of how you will navigate your real course.

I'm looking forward to getting to know you and explore the concept of leadership with you!

Yours,

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