Overview
A savvy understanding of the digital and social media landscape provides brands with a valuable way of listening to and engaging with communities. The digital landscape continues to evolve—once darling social media companies like Myspace and Digg are just shells of what they once were, and new social media and digital media brands continue to sprout up.

With this technological evolution comes a change in the way that people and brand engage with each other. Marketers need to understand the changes taking place in order to plan, launch and manage integrated marketing programs that effectively utilize social and digital.

The best way to figure digital and social media is to dive-in (in a smart way), using what you understand about marketing, get your hands dirty and learn from successes and failures. But one thing has remained the same, marketers need to think strategically.

Learning Objectives
This course (MKTG 315 001) will build upon your understanding of marketing and drive critical thinking skills by looking at real-world scenarios of how organizations are using digital tools/channels and social media to establish, grow, and manage their businesses.

By the end of the course you will understand:
- different types of digital and social media marketing and how they can be utilized to acquire and retain target audiences;
- the importance of integrating digital and social media marketing efforts as part of a holistic approach to marketing; and
- how to put together a strategic digital / social media marketing plan aimed at driving results.

Prerequisites
Students who fail to meet these prerequisites may be dropped from the course:
- MKTG 301 – Principles of Marketing
- Marketing major status or permission of instructor

Time and Location
The class will meet every Monday from 4:30 to 7:10 in room IN 206.
Fall 2012 Internet Marketing (MKTG 315 001) Syllabus cont.

Course Website
We are using a new version of Blackboard (version 9.1). To access the course website, visit http://mymason.gmu.edu, log on using your GMU email user ID and password, and click the "Courses" tab. You should see our course listed under the "Bb9.1 Course List" heading.

Required Readings
- Other readings will be accessible through links on the course website or handed out in class by me.

How to Get Help from Me
I will hold office hours by appointment only from 7:30P to 8:30P Monday evenings immediately after class. My GMU phone number is 703.993.4446 (this is a shared number with other professors).

The easiest and recommended way to reach me is via email at fmarti10@gmu.edu. You can also call me on my mobile (202.302.5390) between 9AM and 8PM, Monday through Friday. Please note though that during the day I will have limited opportunities to respond to emails and phone calls (please leave a message), but I will aim to get back to you within 24-hours.

If you need to discuss a problem or to seek advice outside of my office hours, please contact me.

Assignments
You will complete three homework assignments that build off of what is being discussed in class. The assignment details and their due dates are listed on the course schedule. Homework assignments must be submitted electronically no later than 4P on the Monday it is due (before class). Failure to submit the assignment by 4P on the due date will result in 5pts being taken off the final grade.

IMPORTANT NOTE: All assignments should be done in Word or Pages using Arial 10pt font.

Exams
There will be one exam during the semester. The exam may include multiple choice, short answer and essay questions. The exam will give you the opportunity to demonstrate what you’ve learned and apply it to specific examples of business practice. See the course schedule for exam date.

Make-up exams will not be given after the exam date except in documented cases of serious illness or other emergencies. If you have a legitimate and unavoidable schedule conflict with an exam date, please discuss the situation with me at least two weeks in advance.
Fall 2012 Internet Marketing (MKTG 315 001) Syllabus cont.

**Group Project**
The group project will be a significant part of your overall grade for the class. You will be required to work on the project throughout the semester, with group assignments following the classroom learning. You and/or your team will need to submit group-project related assignments throughout the semester. This will force you to work on your project throughout the semester and not just wait until the last minute. Specific details for the project can be found in Appendix A.

**Class Preparation and Participation**
Readings are to be done before class. While many of the classes during the semester will involve lectures, you are expected to contribute to the success of the class by engaging with me, and your classmates in a professional manner. Part of your final grade is based on your relevant contributions during the class period. As part of class preparation, you should keep up with what is going on in digital marketing and social media (i.e., Ad Age Digital, Mashable, Social Media Today, Marketing Profs, Avinash Kaushik, etc.). I will start each class asking you to share relevant news from the past week directly related to the world of social/digital marketing. Those of you who do not participate regularly and in a meaningful way will have their class participation points negatively impacted.

While some individuals only feel comfortable speaking up in small groups, and may in turn play an active role in the group project, active in-class participation is necessary to receive full credit for class participation.

You will earn the total amount of available points if during class you:
- Are physically and mentally present at every class meeting for the entire class period
- Volunteer examples, insights and responses
- Demonstrate that you have read the assignments and thought about them
- Participate in class discussion in a professional manner, disagreeing where you feel appropriate, but backing up your perspective with relevant support

During class, all cell phones should be turned off or set to vibrate.

**Assignments, Group Paper and Presentation**
Any and all items that you turn in should be done in a professional manner, demonstrating that you can effectively and concisely state your case or make recommendations based on marketing and business principles. Always:

- Check grammar, spelling and punctuation
- Ensure you have complete sentences
- Review the content to make sure that it makes sense
- Make sure you are answering all parts of the assignment

Use Arial 10pt font for all work that you turn in.

For the oral presentation portion of your group project, you will be playing the role of an agency/consultant who is presenting to the client. Ensure that your group thinks through how it will present itself (presenters, dress, tone, hand-outs, etc.) in order to deliver a professional and effective pitch.
Fall 2012 Internet Marketing (MKTG 315 001) Syllabus cont.

Grading
Your final grade will be determined by the number of points earned throughout the semester out of a total 1000 possible points. You will have multiple opportunities to demonstrate your knowledge of the subject matter and to earn points. Grades are not negotiated.

<table>
<thead>
<tr>
<th>Item</th>
<th>Points</th>
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<tbody>
<tr>
<td>Homework Assignment #1</td>
<td>75</td>
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<tr>
<td>Homework Assignment #2</td>
<td>75</td>
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<tr>
<td>Homework Assignment #3</td>
<td>75</td>
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<tr>
<td>News of the Week Presentation and Write-up</td>
<td>75</td>
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<tr>
<td>Midterm Exam</td>
<td>250</td>
</tr>
<tr>
<td>Group Project Assignment #1</td>
<td>100</td>
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<tr>
<td>Group Project Assignment #2</td>
<td>100</td>
</tr>
<tr>
<td>Group Project Paper and Presentation</td>
<td>200</td>
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<tr>
<td>Class Participation</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
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Grade Scale

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>940 – 1,000</td>
<td>A</td>
<td>4.0</td>
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<tr>
<td>900 – 939</td>
<td>A-</td>
<td>3.7</td>
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<tr>
<td>870 – 899</td>
<td>B+</td>
<td>3.3</td>
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<tr>
<td>830 - 869</td>
<td>B</td>
<td>3.0</td>
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<tr>
<td>800 – 829</td>
<td>B-</td>
<td>2.7</td>
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<tr>
<td>770 – 799</td>
<td>C+</td>
<td>2.3</td>
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<tr>
<td>700 – 769</td>
<td>C</td>
<td>2.0</td>
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<tr>
<td>600 – 699</td>
<td>D</td>
<td>1.0</td>
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<tr>
<td>Below 600</td>
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Announcements and Course Updates
I will use Blackboard (the Announcements feature) as the primary means of communicating with the class between meetings. It is your responsibility to check Blackboard regularly for announcements and site updates. In time-critical situations I may also send announcements to your GMU email account.

Changes made to the schedule will be reflected in an updated syllabus that I’ll share with you.

Laptops, Tablets and Phones in Class
Due to our topic, you are welcome to bring your laptop, tablet and phone to class to take notes and/or follow along with the examples we investigate. If your activities begin to distract others in class or are not directly related to the content being discussed in class, I will ask you to turn off the device for the remainder of the class.

Absences from Class
If you will be absent, it is your responsibility to:
1. Let me know via email no later than 4P of the class day that you will be absent and why you will be missing the class; and
2. Find out from a classmate what you missed (both course material and announcements).

Since this class meets only once a week, multiple absences will negatively impact your grade. It is your responsibility to discuss this situation with me.

If you expect to be absent frequently or for a lengthy period of time for reasons beyond your control, please discuss the situation with me. Unexcused absences will directly impact your class participation grade.

Inclement Weather Policy
We will operate in accordance with official University decisions about inclement-weather cancellations. Please check the GMU web site or the information line (993-1000) if the weather is questionable.

Student Resources
If you are a student with a disability and you need academic accommodations, please see me and contact the Office of Disability Services (ODS) at 703-993-2474. All academic accommodations must be arranged through the ODS.

If business writing is not familiar to you or you don’t feel it’s a strength, visit the Writing Center early in the semester. Doing so might help you tackle the assignments, exams and final group project.

Meet with the GMU reference librarians to learn about the many different resources at your fingertips. They may serve as a particularly useful resource for your group project.
Honor Code
Academic honesty is important to maintaining the integrity of our university, which helps to ensure that your degree will earn you the respect you deserve. In this course you will be expected to adhere to the George Mason University Honor Code, which specifically prohibits cheating, attempted cheating, plagiarism, lying and stealing. Failure to do so may result in a score of zero points on the relevant assignment or in the filing of charges with the Honor Committee.

If you have any questions about plagiarism or any doubts at all about the honor code, please see me.
Fall 2012 Internet Marketing (MKTG 315 001) Syllabus cont.

Preliminary schedule

*This preliminary schedule is subject to change.* Please regularly visit the course website for updates, including details on reading and homework assignments.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Items Due / Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/27</td>
<td>Course Introduction; Group Project Discussion; Marketing/Branding Lecture</td>
<td>o Determine project groups</td>
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<tr>
<td>9/3</td>
<td>Labor Day – No Class</td>
<td>o</td>
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<tr>
<td>9/10</td>
<td>Website Design and Usability Group project SWOT Analysis</td>
<td>o Come to class having read “How to Reduce Your Website’s Bounce Rate” from Jan 31, 2011 on Inc. o Come to class having watched the Oxford Learning Lab’s SWOT Analysis video</td>
</tr>
<tr>
<td>9/17</td>
<td>Acquisition Marketing – audience action paths; affiliate marketing and co-registration; PPC basics</td>
<td>o Be prepared to discuss Chapters 1-5 of “The Findability Formula” o <strong>Homework assignment #1 due:</strong> write about one (1) well designed website and one (1) poorly designed one, explaining what makes one “good” and the other “bad”</td>
</tr>
<tr>
<td>9/24</td>
<td>Acquisition Marketing - keyword discovery, creative development and delivery</td>
<td>o Be prepared to discuss Chapters 6-10 of “The Findability Formula” o <strong>Group project assignment #1 due – SWOT analysis for one of your target audiences</strong></td>
</tr>
<tr>
<td>10/1</td>
<td>Acquisition Marketing - PPC after the click and budgeting SEO</td>
<td>o Be prepared to discuss Chapters 11, 12 and 16 of “The Findability Formula” o Come to class having read “Google’s Knowledge Graph and SEO: Search Gets Smarter” article on MarketingProfs.com</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Details</td>
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<td>10/9</td>
<td>Mobile Marketing</td>
<td>Be prepared to discuss article(s) (TBD)</td>
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<td></td>
<td></td>
<td>Homework assignment #2 due – PPC or SEO</td>
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<td></td>
<td></td>
<td>Guest Speaker Peter Barclay from Mobiletech</td>
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<tr>
<td>10/15</td>
<td>Email marketing and video to engage audiences</td>
<td>Be prepared to discuss articles (TBD)</td>
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<td>Guest speaker Heath Garrett, from The Stevens Schriefer Group</td>
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<tr>
<td>10/22</td>
<td>Social Media (listening and engaging with audiences)</td>
<td>Midterm Exam covering classes 8/27 through 10/15</td>
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<tr>
<td></td>
<td></td>
<td>Guest speaker Chris Denby of Markitecture</td>
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<tr>
<td>10/29</td>
<td>Social Media (listening and engaging with audiences)</td>
<td>Be prepared to discuss and answer questions on chapters 1-2 of &quot;The Power of Real-Time Social Media Marketing&quot;</td>
</tr>
<tr>
<td>11/5</td>
<td>Social Media (listening and engaging with audiences)</td>
<td>Be prepared to discuss chapters 3-5 of &quot;The Power of Real-Time Social Media Marketing&quot;</td>
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<td></td>
<td></td>
<td>Group project assignment #2 due – digital and/or social media recommendations</td>
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<tr>
<td>11/12</td>
<td>Social Media (crisis communications)</td>
<td>Be prepared to discuss blog post from Radian6 titled “16 best practices for social media crisis communications from BlogWorld”</td>
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<td></td>
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<td>Homework assignment #3 due – social media case study</td>
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<tr>
<td>11/19</td>
<td>Measuring digital and social media efforts</td>
<td>Be prepared to discuss articles (TBD)</td>
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<tr>
<td>11/26</td>
<td>Group Presentations</td>
<td>All students will participate in providing feedback for the oral presentations</td>
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<td>ALL written group project proposals submitted by 4P; hard copy handed in in class</td>
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<tr>
<td>Date</td>
<td>Event</td>
<td>Notes</td>
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<tr>
<td>12/3</td>
<td>Group Presentations</td>
<td>All students will participate in providing feedback for the oral presentations</td>
</tr>
<tr>
<td>12/10</td>
<td>NO CLASS</td>
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<tr>
<td>12/17</td>
<td>Exam Period</td>
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</table>
Appendix A – Group Project

The Internet Marketing Fall 2012 Project will be a collaborative effort among teams of four or five classmates who will present (in writing and as a group presentation) a digital/social media marketing proposal for the Mizuno brand.

Mizuno, the manufacturer of high quality sports equipment, has a cult-like following among its current customer base, but a generally low awareness level. You need to help the company achieve its objective of increasing its customer base, without neglecting the brand’s loyal customers.

Your team will be competing against other teams who are vying for the digital/social media marketing business. As a digital/social media marketing agency you will need to demonstrate a clear understanding of the brand, its current and potential audience base, and the optimal way of connecting with people in the near and long term.

You must provide a detailed, well thought out, strategic proposal that will:

- drive brand awareness
- increase the customer base
- maintain the fervent loyalty of current customers

Due to the large number of groups, each group will be assigned one of two product lines by Mizuno; either running or golf. Your entire project will focus entirely on only one product line under the Mizuno brand.

Your report must include:

- A SWOT analysis to be done by target audience (for each audience that you identify as a target customer, you need to create a SWOT Analysis following the Oxford Learning Lab’s SWOT Analysis model)
- An analysis of the organization’s existing website (architecture, content, usability, etc.) and its ability to effectively and efficiently attract and retain customers.
- An analysis of the organization’s existing digital and social media efforts (Facebook, Twitter, Pinterest, etc.)
- Specific recommendations for digital and/or social media marketing efforts to drive new customers and maintain existing ones; you must give solid rationale for your recommendations based on your research
- Explanation of how this proposal could integrate into existing off-line marketing efforts
- At least two different examples of new content to drive acquisition and two examples of new content to engage existing audiences

Your written proposal will be submitted via email by 4P (30 minutes before the start of class) on December 5, 2012.

You are also required to turn in a hard copy either bound or in a binder. Take the time to put your presentation together in a professional manner.

During the oral portion of your proposal you will have approximately 30 minutes to demonstrate your understanding of the client’s needs and deliver your team’s recommendations to generate new customers and engage existing ones. You may use video, props, handouts, etc. Ensure that your team stands out and is memorable (for the right reasons).
Fall 2012 Internet Marketing (MKTG 315 001) Syllabus cont.

Appendix A – Group Project cont.

Group project grading will consist of three parts:

1) The **oral presentation**, your group will be evaluated by your ability to:
   - clearly define the target audience(s) and explain who they are
   - demonstrate a strategic plan that is integrated and on-target to deliver on the objectives
   - be creative in how you present, express ideas clearly and manage time effectively

2) Your **written report** will be evaluated on:
   - SWOT analysis
   - Target audience description
   - Strategy
   - Tactics, their rationale for being included and proposed plan execution
   - PPC – detailed explanation of how it would be used
   - Two original content examples with explanation of the objective of the content and what it aims to drive the audience to do; content options include:
     - Tweet or PPC creative;
     - Acquisition or retention email;
     - Blog post;
     - Display ad;
   - Means of measuring proposed activities
   - Overall presentation, spelling, grammar, punctuation, etc.

3) Part of your group project grade will be based on what the team thinks about each individual’s contribution. You will each be required to fill out a **Peer Evaluation** form at the end of semester. Take this into consideration throughout the entire semester.
Appendix B – Weekly News Story

Each week, we’ll start the class discussing relevant news of the week related to social/digital marketing. I will ask two of you each week to lead the class in a brief discussion about a recent story/blog post related to the class topic of the day. You will need to present to the class.

- Topline the subject of the story – *one sentence explaining what the story was about*
- State where you read about it
- Date the story was published
- Explain the key points of the story and how they relate to the topic of the class discussion

You will also need to hand-in a **one page write up of the story** not only summarizing the main points, but explaining it’s relevance in developing and implementing strategic integrated digital marketing plans.

Resources that you can refer to include:

- Advertising Age (http://adage.com/)
- Beth’s Blog (http://www.bethkanter.org/)
- Occam’s Razor (http://www.kaushik.net/avinash/)
- Social Media Today (http://socialmediatoday.com/SMC/)
- Source22 blog (http://www.22squared.com/blogs/source22/)
- ClickZ (http://www.clickz.com/)
- Scott Monty’s blog (http://www.scottmonty.com/)
- Universal McCann’s blog (http://umwwblog.com/)
- Media Post News Online Media Daily (http://www.mediapost.com/publications/online-media-daily/)
- Sensis Agency blog (http://www.sensisbureau.com/)
- MarketingProfs (http://www.marketingprofs.com/)
- All Things D (http://allthingsd.com/)
- Hispanic Trending (http://www.hispanictrending.net)
- Pew Internet & American Life Project (http://pewinternet.org)