Fall 2013 Internet Marketing (MKTG 315 001) Syllabus

Overview
Local social media platforms are falling in terms of active users, as the global players add to their user base. 21% of the world's internet population use Twitter monthly. There are over 1 billion smartphone users globally, with that number expected to double by 2015. 55% of purchase related conversions occur within 1 hour of initial mobile search.

And the stats go on.

Bottom line: being able to understand how people continue to integrate digital media and content into their lives, to connect with other, gather info, to be entertained and to transact, is key to a marketers ability to effectively plan, launch and manage holistic marketing programs that deliver results and value.

The best way to understand digital is to dive-in (in a smart way), using what you understand about marketing as a whole. That's what we'll do this semester.

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 brands use digital to generate awareness, interest, action and loyalty among different audiences.

By the end of the course you will understand:
- different types of digital marketing and how they can be utilized to acquire and retain target audiences;
- the importance of integrating digital marketing efforts into a holistic marketing approach; and
- how to put craft a strategic digital 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 University Hall room 1201.
Fall 2013 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, 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 and we’ll coordinate a time that works for us both.

Assignments
You will complete two 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.

All assignments should be done in Microsoft Word or Pages using Arial 10pt font with no spaces between lines (just like this syllabus).

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 scenarios. 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 2013 Internet Marketing (MKTG 315 001) Syllabus cont.

**Group Project**
The group project will be a significant part of your overall grade for the class as it's a real-world way to apply what you are learning. You will be required to work on the project throughout the semester, with group assignments following the classroom learning. Group-project related assignments will need to be submitted throughout the semester, providing you the opportunity to spread out the project workload over the course of the semester and eliminating the last minute rush. 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.

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;
- Regularly volunteer examples, insights and responses;
- Demonstrate that you have read the assignments and thought about them; and
- Participate in class discussion in a professional manner, disagreeing where you feel appropriate, but backing up your perspective with relevant support.

During class, all mobile 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; and
- Make sure you are answering all parts of the assignment.
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>
</tr>
</thead>
<tbody>
<tr>
<td>Homework Assignment #1</td>
<td>75</td>
</tr>
<tr>
<td>Homework Assignment #2</td>
<td>75</td>
</tr>
<tr>
<td>In-class Quiz</td>
<td>75</td>
</tr>
<tr>
<td>News of the Week Presentation and Write-up</td>
<td>75</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>250</td>
</tr>
<tr>
<td>Group Project Assignment #1</td>
<td>100</td>
</tr>
<tr>
<td>Group Project Assignment #2</td>
<td>100</td>
</tr>
<tr>
<td>Group Project Paper and Presentation</td>
<td>200</td>
</tr>
<tr>
<td>Class Participation</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

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>
</tr>
<tr>
<td>900 – 939</td>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>870 – 899</td>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>830 – 869</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>800 – 829</td>
<td>B-</td>
<td>2.7</td>
</tr>
<tr>
<td>770 – 799</td>
<td>C+</td>
<td>2.3</td>
</tr>
<tr>
<td>700 – 769</td>
<td>C</td>
<td>2.0</td>
</tr>
<tr>
<td>600 – 699</td>
<td>D</td>
<td>1.0</td>
</tr>
<tr>
<td>Below 600</td>
<td>F</td>
<td>0.0</td>
</tr>
</tbody>
</table>
Fall 2013 Internet Marketing (MKTG 315 001) Syllabus cont.

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/or 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).

More than one unexcused absence will negatively 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 as they may serve as a particularly useful resource for your group project.

There are many resources here at the university – make the most of them to enhance your experience and strengthen your skills.
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.
Preliminary schedule

*This preliminary schedule is subject to change.* Please regularly visit the course website for updates, including details on reading and homework assignments. I will also communicate updates to the syllabus in class.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Items Due / Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/26</td>
<td>Course Introduction; Group Project Discussion; Marketing/Branding Lecture</td>
<td>Determine project groups</td>
</tr>
<tr>
<td>9/2</td>
<td>Labor Day – No Class</td>
<td></td>
</tr>
<tr>
<td>9/9</td>
<td>Website Design and Usability</td>
<td>Be ready to discuss:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1. “A Simpler Way Forward for Web Design” from Aug 22, 2012 at social@ogilvy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. “5 Pillars of Successful Mobile Design” from June 2, 2013 on Mashable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. “The 6 Components of Effective Website Design and Marketing” from The Digital Connection</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Have:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1. watched the Oxford Learning Lab’s SWOT Analysis video</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. read “Strengths, Weaknesses, Opportunities and Threats” from “Marketing in the Round” (pp 51-52)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Group project SWOT Analysis Discussion</td>
<td>Group Project Guest Speaker</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td>Details</td>
</tr>
<tr>
<td>-------</td>
<td>-------</td>
<td>---------</td>
</tr>
<tr>
<td>9/16</td>
<td>Website Design and Usability wrap-up</td>
<td>Developing an integrated marketing effort. <strong>Homework assignment #1 due:</strong> A write-up about <a href="http://www.iadb.org/cities">www.iadb.org/cities</a> strengths and weaknesses as a section within a large website (English only site pages); be prepared to discuss. 1. Come to class having read chapters 1-2 and 4 in “Marketing in the Round” 2. <strong>Chris Denby of Markitecture, Guest Speaker</strong></td>
</tr>
<tr>
<td>9/23</td>
<td>Acquisition Marketing – audience action paths; affiliate marketing and co-registration; PPC basics</td>
<td>Come to class having: 1. listened to <a href="https://www.markitecture.com/podcast">“The Second Coming of Affiliate Marketing”</a> podcast. 2. read chapters 1-5 of “The Findability Formula”</td>
</tr>
<tr>
<td>9/30</td>
<td>Acquisition Marketing - keyword discovery, creative development and delivery</td>
<td>Be prepared to discuss Chapters 6-10 of “The Findability Formula” 2. <strong>Group project assignment #1 due – SWOT analysis your target audience</strong></td>
</tr>
<tr>
<td>10/7</td>
<td>Acquisition Marketing - PPC after the click and budgeting SEO Online Advertising Campaigns</td>
<td>Be prepared to discuss Chapters 11, 12 and 16 of “The Findability Formula” 2. Come to class having read “Google’s Knowledge Graph and SEO: Search Gets Smarter” article on MarketingProfs.com 3. <strong>Guest speaker Steve Hotz of Affiliate ROI</strong> 4. <strong>Homework assignment #2 due – PPC</strong></td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td>Notes</td>
</tr>
<tr>
<td>--------</td>
<td>------------------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>10/15</td>
<td>WE MEET ON TUESDAY THIS WEEK!!</td>
<td>Email and Video Marketing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mobile Marketing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Be prepared to discuss the 2 Email Marketing white papers:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>*“An Introduction to Email Marketing”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>*“The Complete Guide to Optimizing Email Marketing for Conversions”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Have read: <em>Couch Commerce: How Tablet Shoppers are Changing Online Sales</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Guest speaker Carla Briceno, Co-founder at Bixa</em></td>
</tr>
<tr>
<td>10/21</td>
<td>Midterm</td>
<td>Midterm Exam covering classes 8/26 through 10/15</td>
</tr>
<tr>
<td></td>
<td>Group project work</td>
<td>Have read chapters 4-8 in “Marketing in the Round”</td>
</tr>
<tr>
<td></td>
<td>Marketing Round Approaches</td>
<td><em>Guest Speaker, Mike Schaffer</em></td>
</tr>
<tr>
<td>10/28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11/4</td>
<td>Social Media Marketing</td>
<td>Be prepared to discuss and answer questions on “Youtility” - the Foreword through and including all of Part I</td>
</tr>
<tr>
<td>11/11</td>
<td>Social Media Marketing</td>
<td>Be prepared to discuss and answer questions on “Youtility” – Part II</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Group project assignment #2 due – digital recommendations</em></td>
</tr>
<tr>
<td>11/18</td>
<td>Social Media Marketing</td>
<td>Be prepared to discuss and answer questions on “Youtility” – Part III</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>In class quiz covering readings and class discussions since Midterm</em></td>
</tr>
<tr>
<td>Date</td>
<td>Activity</td>
<td>Notes</td>
</tr>
<tr>
<td>------</td>
<td>----------</td>
<td>-------</td>
</tr>
</tbody>
</table>
| 11/25 | Social Media (crisis communications) Group project work | **Be prepared to discuss blog post from Radian6 titled “16 best practices for social media crisis communications from BlogWorld”**  
**Presentation preparation**  
**ALL written group project proposals must be submitted via email by 4P; hard copy of presentation to be handed in at the beginning of class** |
| 12/2 | Group Presentations | **All students must be in attendance and participate in providing feedback for the oral presentations** |
| 12/9 | No Class |
Appendix A – Group Project
The Internet Marketing Fall 2013 Project will be a collaborative team effort among groups of classmates who will develop, write-up and present a digital marketing proposal for an organization.

Your team will serve as a digital marketing agency who’s objective is to help the organization increase its awareness and reach to attract new members, without neglecting the brand’s loyal customers.

Agencies will be competing against other class teams. As a digital 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 prospects in the near and long term.

You must provide a detailed, well thought out, strategic proposal that will:
- drive brand awareness
- convert prospects to customers/members
- maintain the fervent loyalty of current customers/members

Your report must include:
- Overview of the organization and what it’s trying to achieve and why.
- A SWOT analysis of the target audience (for purposes of this project, clearly identify only one audience segment to target). You will need to follow the Oxford Learning Lab’s SWOT Analysis model.
- An analysis of the organization’s website (architecture, content, usability, etc.) and its ability to effectively and efficiently attract and retain the target audience. Analyze what is working and what is not and provide recommendations on how to improve the website. Use what you’ve learned in class as well as outside material for your analysis.
- An analysis of the organization’s existing digital and social media efforts (Facebook, Twitter, Pinterest, etc.). Analyze what is working and what is not and provide recommendations on how to improve existing social media efforts. Use what you’ve learned in class as well as outside material for your analysis.
- Suggestions for additional specific digital marketing recommendations to:
  - drive awareness
  - convert prospects to customers/members
  - maintain interest among existing customers/members

  Beyond just giving the recommendations, you must explain why you are making them. Recommendations need to be based on solid rationale that comes from your research and analysis.

- Minimum of two different new content deliverables to drive acquisition and at least one to engage existing audiences for a total of 3 different content pieces. Options include:
  - Blog post
  - New website page
  - Digital advertising campaign
  - Twitter campaign and/or Facebook campaign with at least 10 total/combined posts
  - Infographic
  - Acquisition email
  - Short video
  - Podcast

*If you have other content recommendations, please speak to the professor.
Appendix A – Group Project cont.

Your written proposal will be submitted via email by 4P (30 minutes before the start of class) on November 25, 2013.

You are also required to turn in a hard copy the day of your presentation. 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).

Group project grading will consist of three parts:

1) The oral presentation, your group will be evaluated on your ability to:
   - demonstrate solid understanding of the brand and the problem you are solving for
   - clearly define the target audience(s) and explain who they are
   - demonstrate a strategic marketing approach that is integrated and able to deliver on the objectives
   - be creative in how you present, express ideas clearly and manage time effectively
   - stay within the allotted time

2) Your written report will be evaluated on:
   - Organization overview
   - SWOT analysis
   - Target audience description
   - Analysis of the digital marketing efforts that have and have not worked
   - Proposed strategic approach with tactics; includes rationale for what should be executed
   - 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:
     - Blog post
     - New website page
     - Digital advertising campaign
     - Twitter campaign and/or Facebook campaign with at least 10 total/combined posts
     - Infographic
     - Acquisition email
     - Short video
     - Podcast
   - *If you have other recommendations, please speak to the professor
   - Means of measuring proposed activities
   - Overall presentation of write up, 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 confidential peer evaluation form at the end of semester. Take this into consideration throughout the entire semester as the teams that work well together, where everyone contributes, are generally the ones that end up doing the best work.
Appendix A – Group Project cont.

Group project grading will consist of three parts:

4) The **oral presentation**, your group will be evaluated on your ability to:
   - demonstrate solid understanding of the brand and the problem you are solving for
   - clearly define the target audience(s) and explain who they are
   - demonstrate a strategic marketing approach that is integrated and able to deliver on the objectives
   - be creative in how you present, express ideas clearly and manage time effectively
   - stay within the allotted time

5) Your **written report** will be evaluated on:
   - Organization overview
   - SWOT analysis
   - Target audience description
   - Analysis of the digital marketing efforts that have and have not worked
   - Proposed strategic approach with tactics; includes rationale for what should be executed
   - 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:
     - Blog post
     - New website page
     - Digital advertising campaign
     - Twitter campaign and/or Facebook campaign with at least 10 total/combined posts
     - Infographic
     - Acquisition email
     - Short video
     - Podcast
   *If you have other recommendations, please speak to the professor
   - Means of measuring proposed activities
   - Overall presentation of write up, spelling, grammar, punctuation, etc.

6) 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 **confidential peer evaluation** form at the end of semester. Take this into consideration throughout the entire semester as the teams that work well together, where everyone contributes, are generally the ones that end up doing the best work.
Fall 2013 Internet Marketing (MKTG 315 001) Syllabus cont.

Appendix B – Weekly News Story

Each week, we'll start the class with students discussing relevant articles, blog posts, videos, etc. from the past 6 months related to the topic that will be discussed that day.

You will also need to submit via email to the professor a **one-page write-up of 400 to 600 words by the Thursday before class**. This write-up will uploaded to a class blog by the Saturday before class so that all classmates can review prior to the Monday class period.

The write-up should be written in an informative tone, presenting the topic and several insights you've gleaned from your assigned readings AND/OR readings from outside of class [(see list of other reading options below)](http://adage.com/). The post should be written clearly, with a point of view and include at least one hyperlink to an outside source (something not in your assigned readings).

Students will use their blog post as foundation for a class discussion that they will lead on what they read.

Resources that you can refer to include:

- Occam’s Razor ([http://www.kaushik.net/avinash/](http://www.kaushik.net/avinash/))
- ClickZ ([http://www.clickz.com/](http://www.clickz.com/))
- Scott Monty’s blog ([http://www.scottmonty.com/](http://www.scottmonty.com/))
- Universal McCann’s blog ([http://umwwblog.com/](http://umwwblog.com/))
- All Things D ([http://allthingsd.com/](http://allthingsd.com/))
- Hispanic Trending ([http://www.hispanictrending.net](http://www.hispanictrending.net))
- Pew Internet & American Life Project ([http://pewinternet.org](http://pewinternet.org))
- Inc. ([http://www.inc.com](http://www.inc.com))