Monday: 4:30 – 7:10 Mason Hall Room D023


Office: I do not have an office. If you would like to meet with me before class we can arrange to meet in person. Please email me to do so.

Phone: (703) 829-0854 (mobile) > Call between 9 AM and 5 PM

E-mail: sdakin@gmu.edu (official); shaun@DakinAssociates.com (personal) NOTE: When sending me an email please send it to both email addresses at the same time. CC my personal email.

Assistant: I will be assisted by GMU graduate, George Bounacos, CEO of Silver Beacon Marketing, an internet marketing agency located in Chantilly. George can be reached by email at george@silverbeaconmarketing.com. George will be providing feedback and assistance, particularly with regards to the technical aspects of internet marketing.

→ Course Philosophy ←

This course will require you to do significant outside the classroom “work”. But this will not be the typical university class. It is a “flipped” classroom in that the bulk of your typical lectures will occur via the Market Motive Internet Marketing Training platform where you will be learning from some of the greatest minds in internet marketing.

We have been able to bring to you some of the leading internet marketing training materials used by companies like Microsoft, Google, GE, Home Depot, and SalesForce.com. This training typically costs about $5,000 - $10,000 a year for an individual employee.

Each module consists of multiple “chapters” and a final test:

Each chapter consists of:

1. A Worksheet
2. A Video
3. A Quiz
You will be expected to have completed the materials for the assigned modules BEFORE class each week.

This means that you will have done all the following BEFORE class starts each week:

1. Completed the worksheet (and handed it in on Blackboard)
2. Watched the video
3. Completed the quiz and test (as appropriate)

Class Client:

The class will have a non-profit organization (SPARC Solutions) that has a specific problem that it needs your help to solve. You will complete a series of client briefs throughout the semester, including hands-on PPC work, which will culminate in a presentation to the Executive Director and Marketing Director.

Part of your grade will depend on what the client thinks about your presentation, thinking, plan, and strategies.

This is hands on work that will make a real and critical difference to a real client.

This is work and training that you will be able to put on your resume and that will be practical and useful.

Throughout the course, we will emphasize real-life applications and try to gain as much hands-on experience as possible. A major component is a live case challenge, designed to simulate a real-world work experience and prepare you for your first job in this field.

Upon successful completion of this course, all students will have a working understanding of the language of Internet marketing and the most commonly used tools of the trade.

Use of technology:

We will use a great deal of technology during the semester, both in and out of the classroom.

- **Blackboard**: All class materials will be on BB. I’ll use it for class announcements as well.
- **Market Motive**: Market Motive’s website will be your “text book”. It will be where you will find worksheets and videos from the top thinkers in internet marketing. It will be where you will take quizzes and tests to ensure that you are learning the material. It is required.
- **TopHat**: TopHat is a system that will allow us to have both real time in class as well as out of class interactions. We will take attendance via the system, answer in class questions, and also use it throughout the week for discussions and Q and A. It is required.
• **RemindMe:** I’ll use this tool (free) to communicate quick updates throughout the week to the class. It is not required, but highly recommended. It is very easy to use.  [https://www.remind.com/join/315i](https://www.remind.com/join/315i)

**Website:** We will use Blackboard for this class. If you are properly registered for the class you should see an entry for this course.

**Twitter:** I’ve also set up a Twitter Account for this class. It is required, I recommend that you sign up for Twitter and “follow” this Twitter Account @DakinMarketing  [https://twitter.com/DakinMarketing](https://twitter.com/DakinMarketing)

Our hashtag will be #GMU315

**Facebook:** We will also use a closed Facebook group to communicate. We are all on Facebook. Let’s use it.  [https://www.facebook.com/groups/GMUInet315/](https://www.facebook.com/groups/GMUInet315/)

**Office Hours:** Appointments only before class.

**Course Materials**

- **Text:** “*Youtility: Why Smart Marketing Is about Help Not Hype*” - *Jay Baer* (Optional)
- **REQUIRED > Course Interactive Tool:** TopHat ($) - [https://app.tophat.com/register/student](https://app.tophat.com/register/student)
  o **PW:** DakinFall315
- **Course Messaging System:** Remindme (free) - [https://remind.com/join/315i](https://remind.com/join/315i)

**Course Website:** Blackboard

**Class Schedule and Syllabus**

**Note:** I reserve the right to adjust the syllabus content when necessary.

The class schedule and syllabus will be located at this link:
- [http://goo.gl/bKyYcX](http://goo.gl/bKyYcX)

**Ongoing Feedback Survey**

If you need to let me know anything anonymously use this link to let me know how the class is going. I don’t want to wait until AFTER the semester is over to find out I could have changed something to make the class better for you.

**NOTE:** The link below is for a Google survey where you will be anonymous. If you don’t care, the same survey is on Blackboard as well.

- [http://goo.gl/HKRL84](http://goo.gl/HKRL84)
Catalog description

Explores impact of Internet technology on marketing strategy and practice. Topics include online advertising campaigns (focusing on search marketing), web site usability and content, and the use of social and interactive media to build customer relationships and foster brand loyalty.

Course Framework

- PPC
- Conversion
- Web Analytics
- SEO
- Social Media
- Content Marketing

Expectations

Students can expect that I will:

1. Arrive to class on time;
2. Be prepared to teach and lead classroom discussions;
3. Be fair and impartial;
4. Do my best to enhance their learning experience;
5. Act in a professional manner;
6. Respect their comments and opinions;
7. Address their questions and concerns;
8. Be willing to provide assistance outside of the classroom;
9. Begin and adjourn class at the scheduled times;
10. Return graded assignments/exams promptly.

I expect that students will:

1. Avoid the urge to engage in any form of electronic communication (including web surfing) while in class;
2. Attend all lectures and arrive to class on time;
3. Be prepared to discuss all assigned materials;
4. Actively participate in classroom discussions;
5. Respect and be courteous to their peers and myself;
6. Turn in completed assignments on time;
7. Perform to the fullest of their abilities;
8. Adhere to George Mason University policies on academic honesty;
9. Actively participate in-group activities;
10. Ask a question when something is unclear.

**STANDARDS OF BEHAVIOR:**

The mission of the School of Business at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni who participate in these educational programs contribute to the well-being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following standards of behavior:

a. **Respect** for the rights, differences, and dignity of others  
b. **Honesty and integrity** in dealing with all members of the community  
c. **Accountability** for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence. School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business. Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

**Course activities and daily processes**

Read, watch and take the quizzes for the Market Motive online materials prior to attending class.

**Exam Processes**

You will take 1 mid term exam.

> Any use of electronic devices during testing times can be interpreted as a violation of the University Honor Code. These devices include cell phones, electronic translators, calculators, and similar devices. Any student using such devices during an exam or any form of cheating during exams will result in a grade of zero for the test and will be referred to the Honor Council.

**Exam makeup**

Consistent with University policy, only provable (i.e., documented) absences due to personal illness or family emergency constitute acceptable bases for missing exams. Students missing the final exam must request a waiver from the Assistant Dean in the Office of Academic and Career Services. Preplanned weddings, vacations and deep discount airfares are not acceptable absences. There are no make-up tests or adjustments to satisfy the convenience of students who are enrolled in this class. No extra credit is offered to anyone. All students are graded with the same standard.
George Mason University Honor Code

Students are reminded of their responsibilities under the George Mason University Honor Code. It is understood that that students are also evaluated individually. While individuals may wish to consult, analyze and discuss their work with others, the student is responsible for ensuring he or she complies with the Honor Code.

Please read:

http://oai.gmu.edu/the-mason-honor-code/

Students are expected to follow the honor code as presented in the University’s publications. Infractions or appeals may be referred to the Honor Council for resolution.

It shall be a violation of this Honor Code to Lie, Cheat or Steal. The following list is illustrative of Honor Code violations but is not exhaustive: Assignments (including examinations) are to be the sole work of the student unless specifically authorized otherwise by the professor. To give, receive, or utilize unauthorized assistance in preparation for or during an assignment is a violation of this Honor Code. To continue working on an assignment or an examination beyond the allotted time period. To plagiarize. To fail to report a suspected violation when a student has reasonable cause to believe that an Honor Code violation has occurred.

Students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically – Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

Classroom Professionalism and Civility

Think about this class as a job interview. Would you arrive on time? Would you be prepared for the pertinent discussion? Would your cell phone be turned off? Would you text during a job interview? Would you demonstrate respectful and civilized word choice?

Late Work

Will not be accepted.

Attendance

You will not be able to get an A or B in this course without attending class regularly. Much of the material on the course exam will come from class lectures and discussions. You can only do well on the exam by attending class regularly.

Teams
One of the major assignments – the Client Presentation – will be conducted through team efforts. These assignments include in-class assignments and a presentation. Teamwork is always a challenge. On one hand there are free riders and alternatively, there are domineering people who refuse to listen to the thoughts of others. Each member has the responsibility to make the team work.

**Grading Points**

The final grade in this class will be based on the following items totaling 1,000 points:

Please see the online Google document for more details.

**Grading scale:**

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<th>Points</th>
<th>Grade</th>
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<tbody>
<tr>
<td>960+</td>
<td>A+</td>
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<tr>
<td>940 - 950</td>
<td>A</td>
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<td>900 - 930</td>
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<td>870 - 890</td>
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**INTERNET GROUP PROJECT:**

**TEAM PROJECT / INTERNET MARKETING PLAN (WRITTEN REPORT / CLASSROOM PRESENTATION):**

Your team will research, develop, validate and deliver an Internet marketing plan for a real live client. Each student will stand in front of the class and speak. Please note there will be team requirements to meet and work on these deliverables outside of the allocated class time. *(Further information to be addressed during classes.)*

**Course Project Notes**

As part of the course, students will be required to develop an internet marketing plan for a real live non profit client.

The project will be completed in groups of no less than four but no more than five students. Please do not underestimate the amount of effort that it will take for you to successfully complete this project, especially because late assignments will not be accepted and will result in a grade of zero. Details, requirements, and grading procedures about the course project are discussed in the project handouts on Blackboard.

**Getting Instructor Feedback on the Group Project**
The instructor will gladly provide feedback (via email or in-person) when groups have very specific questions about an assignment or need clarification on a very specific issue (e.g. is this a good way to approximate X?). However, students are expected to “think things through” on their own—little is gained (from a learning perspective) if the instructor ends up grading his own work. Excessive reliance on instructor feedback will result in a grade deduction on the assignment in question.

**Lecture Notes**

I will attempt to post PowerPoint slides from the lecture on BlackBoard before the lecture. However, most of the class lectures will be on the Market Motive website.

**Class participation**

Class participation points are based on active participation in class discussion. Attending class regularly will not produce participation points. You cannot earn all of your participation points by speaking a lot in a few classes. **Full participation points require that you ask thoughtful questions and participating in case discussions throughout the semester.**

*Some forms of behavior, i.e. sleeping in class, reading a newspaper or magazine, socializing on social networks, playing with your Smart Phone or leaving at the break may result in negative class participation points.*

I know that everyone has a life and that you have to make choices about your time. But we have a lot of material to cover and class time is precious. If you are unable to attend class or choose not to come, you do not need to notify me. I don’t give excused absences. **It is much easier to deal with special situations before they occur than afterwards.** Please come to me during the first two weeks of class to discuss any problems you have regarding sports teams, religious holidays or school related activities.

If you miss a class, please don’t stop me before or after the next class and ask, “Did I miss anything?” Yes, you missed a class worth of material and you should see one of your teammates to get copies of his or her notes.

If you miss more than one quiz or team activity or are unable to take one of the mid-term exams and wish to request a make-up test, you must bring me documentation supporting your illness, jury duty or special situations. Notes from mothers and bosses are not acceptable. If you are sick and feel you cannot attend a class but do not have a regular doctor, consider visiting the GMU Student Health Service (Student Union Building I) and seeing one of the nurse practitioners for a medical excuse.

**Other policies**

There are notes posted on the class website regarding team and class policies. From time to time I may post additional notes on the website. **All of these items are to be considered a part of this syllabus.**

**Extra credit**
From time to time I may also give small additional extra credit opportunities. These will be announced in class and will not be listed on the website.

**Classes start and end on time**

Out of courtesy to your peers, students are expected to be in class on time and to remain for the entire class period. Multiple late arrivals are not acceptable.

Arriving late or leaving early will negatively affect your grade.

**Keep copies**

Please keep an electronic copy of anything you submit for this class. Several hundred papers cross my desk each semester and once or twice I have misplaced one. Please have a back-up available should that occur.

**Announcements and schedule changes**

Because life happens (guest speakers cancel, classes are cancelled because of bad weather, I get sick, etc.) it may sometimes be necessary to make changes in the course calendar. These changes will be posted on the class website. Please check the class website at least once a week.

**Religious holidays, sports, forensics and school related activities**

If you expect to be absent during the semester for any of these reasons, please notify me during the first two weeks of the semester. Note that the University distinguishes between holidays which various religions classify as non-work days and those that permit work on the holiday.

**Alerts**

Please sign up for the Mason Alert system to provide emergency information of various sorts at [https://alert.gmu.edu](https://alert.gmu.edu)

**Emergency**

An emergency poster exists in each classroom explaining what to do in the event of crises.

**Disability**

Students with disabilities that require special accommodation should contact the Student Disability Office (ODS) at 993-2474. All academic accommodations must be arranged through the ODS. Please take care of this during the first two weeks of the semester.
Groups and Group Project Details:

Groups:

- We will have 4 groups of 4-5 students in each group.
- You will self form your groups using the Blackboard group tool.
- When you have formed your groups please complete the groups on this Google “sign up” here as well → http://goo.gl/QCualb

Group Competition:

- Each class 1 group will be responsible for asking 5 questions related to marketing, business, and the internet to the other groups.
- The team that gets the most points during the entire semester will get 20 bonus points added to each student’s final grade. The next team 15 points, the next 10, and last place 8 points.
- The order of “asking” is on the group google doc above.

Group Project Details:

During the semester each group will represent an internet marketing agency with a real live client. The client is a non profit social services organization in Fairfax called SPARC solutions (http://sparcsolutions.org/).

Throughout the semester you will be performing activities as if you are a marketing agency that has been hired by SPARC. The final exam will be a presentation to the SPARC executive director and their internet marketing consultant.

We're going to treat the class like you just joined an internet marketing agency. Marketing agencies make money by promoting goods, services or products.

You're going to promote a service that sells a product.

The trick is that everyone wants to build a website, apply some search engine optimization (SEO) basics and watch traffic come in.

That happened 10 years ago. Sometimes.

A client wants to make money right now.

But as the agency newcomer, we're going to show you how to promote something fast. Then we're going to double back and show you the basics.

You need to produce results for your client immediately.
Project overview:

- **Main Goal:** Build up SPARC’s PAWsome dog cookie business email list
  - **Measures of success:**
    - Number of emails captured
    - Zip code
    - Email Address
    - Cost per email captured
    - Quality of emails captured (can’t send the link to all your buddies). Ie. Are these legitimate and useful individuals that will be interested in the product and the organization.
  - **WARNING:** We will know if you are gaming the system!!!!

- **Secondary Goal:** Raise awareness for SPARC’s dog cookie business via Google’s Ad Word system
  - **Measures of success:**
    - Number of page views to your landing page
    - Google quality score (definition) for your group: 1-10
      - Landing page
      - Ads created
      - Keywords picked
      - (The QS x $bid = Ad Rank)
  - **How:** Via Google’s PPC (pay per click) ad system
    - Each group will be given Google PPC accounts and access to actual $$$ to spend on the campaign that you will run
  - **What:** You will build campaigns and ads for your client

Your final will be a PowerPoint presentation of your recommendations to the executive director. Part of your grade will be based on the feedback that you receive from the client.

**Client:** SPARC

Client Challenge (or why they are asking you to pitch your ideas to them):

The client needs to generate interest of the product that they are “selling” → dog biscuits.

**Project Details:**
1. You will build **awareness** for the SPARC dog cookie business by driving people via Google ads to a landing page that you will be responsible for. Each landing page will have a CTA (call to action) where you will ask for people’s email address to learn more about the dog biscuits.
   a. Each group will get a specific landing page dedicated to **your group only** on the SPARC website
   b. You will **write** the copy for that page
   c. You will **create** the “call to action” on that page

2. **Measurement:** (how will we know if what you are doing is working or not?)
   a. Number of emails collected (AKA – email capture)
   b. Google quality score for your campaign
      i. Each week each group will see their QS and how it compares to the other groups or teams

3. **Module Write ups** (See Blackboard for a template to use to submit your answers)
   a. After completing each module in Market Motive, as a group, you will be required to write a one page paper that describes how what you just learned will be able to help SPARC. **This will be used as the foundation of your final presentation at the end of the semester.** For example:
      i. We looked at the following aspects of SPARC after learning about (PCC, for example) via the Market Motive website and:
         1. Here is what is good about what SPARC is doing (what is working)
         2. Here are the issues we found with what SPARC is doing (what is not working)
      ii. We think that SPARC could make the following changes based on our knowledge of the subject (PPC, SEO, etc) and what we found looking at the page directly
   b. These module write ups will then be used to create your final presentation to the SPARC executive director and your fellow students
   c. The write ups will be submitted on Blackboard
      i. Only one submission per group. Do not submit individually.

4. Presentations to the Executive Director and Marketing Director at the end of the semester.
   a. Based on your module write ups
   b. One or two slides per module
   c. Recommendations to the ED

5. **Handouts**
   a. Based on the presentation, a handout version for the ED

6. **Bonus:**
   a. Get listed as a PPC intern at Silver Beacon Marketing
Requirements:

Technical Requirements

To use the SPARC advertising account (SPARC is the company's name, and sparcSolutions.org is its domain), we need to help you set up an account on an ad agency's advertising account.

You may use an already existing Google account if you have one.

You will need a free Google account for that purpose. We will set up accounts in class during the second class (9.8) because there are multiple times each party (you and the agency) must give each other permission.

If you have used Google AdWords before, you MUST use a different Google account for this class.

Google audits all changes to accounts, and by participating, you agree to follow the directions given you regarding Google AdWords use.

Please remember that this is a real account on which dozens of people rely for their livelihood and to assist with their disabilities. The advertising agency will review your changes, but all changes will be live before that happens.

The Google account used to access Google AdWords may never be shared, even with a family member. Knowingly sharing access to this program will cause your account to be removed from the program regardless of the impact on your grade.

Content Requirements for Landing Pages

You may submit a photograph on your landing page. The photograph must be original or one that you have the right to use, such as a public domain photograph or a "creative commons" photograph.

Your landing page text must be original or clearly attributable.

You may request one form to be included with your landing page provided you clearly identify all fields. The client, rather than you, will receive form submissions.