Course Overview & Objectives

This course focuses on the things you need to know to effectively engage consumers online. First we'll cover the basics, like how to create an online strategy and build an awesome website. As part of this, we'll learn about the importance of good web design and search engine optimization (SEO). Next we'll shift our focus to driving traffic through search engine marketing (SEM), online advertising, email marketing and social media. Finally, we'll study corporate blogs, how organizations use the Internet for market research and explore the ethical issues of Internet marketing.

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 college juniors and seniors for their 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.

Prerequisites:
MKTG 301 – Principles of Marketing
Marketing major status or permission of instructor

Graded Work

The United Way Challenge (Term Project) – 30%
The term project is an opportunity to demonstrate a working understanding of the concepts presented in the course. Students will complete a semester-long live case challenge in teams of four. The case challenge will give you a very good sense for what a job in Internet Marketing would be like.

The client for the project is United Way, the largest charity in the world (and your professor's employer). The scope of work is to help United Way develop an online strategy to reach college students with a new initiative to recruit one million volunteer readers, tutors and mentors. At the conclusion of the semester, teams will present to a panel of judges. The team with the highest score will be invited to present their project to the United Way Worldwide senior team.
Project teams will submit deliverables at various points during the semester and apply concepts as we learn them.

- Deliverable 1: Online strategy including goals, key metrics (dashboard), basic site plan, site map, SEO strategy, wireframes and dashboard
- Deliverable 2: Marketing plan, including market research, social media and email calendar, and online advertising plan
- Deliverable 3: Final paper and presentation (3-4 “big ideas”, professionally presented)

Quizzes (2) – 20%
Two timed quizzes will be administered during the course to test your knowledge of key terminology and the tools of the trade. Quizzes are closed-book, closed-notes and must be completed individually. Each quiz will have 25 short response questions and must be completed in 60 minutes or less.

Case Write Ups (2) – 20%
Students will prepare write-ups—not to exceed one page—on the two cases included in the course. Visit Harvard Business School Publishing at hbs.edu to purchase them:

- “Google and Internet Privacy.” HSB Case No. UV1354
- “Online Marketing at Big Skinny.” HBS Case No. 911033

The write-ups should begin with an introductory paragraph that presents the central question(s) of the case and your basic argument. The next three or four paragraphs should include evidence that your argument is valid. Your closing paragraph should restate the thesis statement as well as the broader implications or significance. You might also offer a prediction.

Final Exam – 15%
The final is a 20-minute oral exam. You will be asked to respond to a case scenario that you receive in advance. I will evaluate you based on your application of the content taught in the class. Many of you will be in the job market very soon. The final is designed to replicate an experiential job interview and is a learning experience in itself. I will provide coaching on your presentation skills as appropriate.

Class Participation (The Present and Prepared Policy) – 10%
When you enter the classroom at the beginning of class, there will be a sign-up sheet on the front desk. If you have completed the readings for that day and are prepared to discuss their implications, you may initial next to your name. If you do, you are subject to being called upon during that session. If you don’t, you will not be called on. You may not check your name off after class has been in session for five minutes or if you don’t intend to stay until the end. In addition, if you sign in and I call on you and find that you are not prepared, your grade will be lowered by one increment.

Class participation grades will be determined as follows:
- Present and prepared for 14 classes – 100%  Present and prepared for 6 classes – 70%
- Present and prepared for 13 classes – 95%  Present and prepared for 5 classes – 65%
- Present and prepared for 12 classes – 90%  Present and prepared for 4 classes – 60%
- Present and prepared for 11 classes – 85%  Present and prepared for 3 classes – 55%
- Present and prepared for 10 classes – 80%  Present and prepared for 2 classes – 50%
- Present and prepared for 9 classes – 75%  Present and prepared for 1 class – 45%

Team presentation – 5%
Each term project team will also teach the class once during the semester. Be prepared to speak for 15 minutes and answer tough questions from your classmates for 10 minutes. See the calendar below for available presentation dates and topics.
Books


Articles, Cases, Podcasts and Videos


Vuong, Andy. "How to stand out in a crowd; Companies are working harder to boost their standing on search engines and make a connection to customers through social media such as Facebook.." Denver Post 1 August 2011, Final Ed.: A-15. Print.

**Blackboard**

We will use Blackboard heavily during the course. Refer to Blackboard for links to all articles, cases, podcasts and videos. Students will also upload assignments, complete assessments and receive grades via Blackboard.

**Laptops in Class**

Due to our topic, you are encouraged to bring your laptop to class. One laptop per team will also be required for several classes (see syllabus for “Learning Labs”). If your laptop activity becomes a distraction to the learning environment, I will ask you to turn off your laptop for the remainder of class and everybody will laugh at you. Classmates are also allowed to bust other classmates.

**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 (703-993-1000) if the weather is questionable.

**Disability Policy**

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

**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. Please consult the “Honor Code” section of the George Mason University Student Handbook for additional information about academic integrity.
## Class Schedule

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Topics</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td>1</td>
<td>1/26/12</td>
<td><strong>Course Introduction</strong></td>
<td>• Read: “Tremble, everyone.”</td>
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<td>• Review syllabus</td>
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<td>• Create and share profile pages</td>
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<td>• Form teams</td>
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<td></td>
<td>• Class discussion: “Tremble, everyone.”</td>
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<tr>
<td>2</td>
<td>2/2/12</td>
<td><strong>Intro to Website Design and Usability</strong></td>
<td>• Read: Don’t Make Me Think, Chapters 1-5</td>
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<td>• Team presentation: Don’t Make Me Think, Chapters 1-5</td>
<td>• Create a Mockingbird account for your team project</td>
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<td>• Term project briefing (The United Way Challenge)</td>
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<td>3</td>
<td>2/9/12</td>
<td><strong>Online Advertising, Search Engine Optimization (SEO) and Search Marketing</strong></td>
<td>• Read: Don’t Make Me Think, Chapters 6-12</td>
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<td>• Guest Lecture: Bruce Namerow, President, Interactive Strategies, Washington, DC</td>
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<td>• Team presentation: Don’t Make Me Think, Chapters 6-12</td>
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<td>• Learning Lab: Usability critique</td>
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<td>4</td>
<td>2/16/12</td>
<td><strong>Online Advertising, Search Engine Optimization (SEO) and Search Marketing, cont.</strong></td>
<td>• Case 1: “Online Marketing at Big Skinny.”</td>
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<td>• Team presentation: “Online Marketing at Big Skinny”</td>
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<tr>
<td>5</td>
<td>2/23/12</td>
<td><strong>Siteplan, Sitemaps and Wireframes</strong></td>
<td>• Read: “How to Create Website Wireframes”</td>
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<td>• Learning Lab: Creating sitemaps and wireframes</td>
<td>• Read: “Create a Site Plan”</td>
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<td>• Read: “Create a Site Map Before You Build Your Site”</td>
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<td>• Visit: gomockingbird.com/help</td>
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### 3/1/12 Email Marketing + Quiz #1
- Guest Lecture: Gina Watkins, Regional Development Director, D.C. Metro Area, Constant Contact
- Quiz #1: Covering classes 1-5

### 3/8/12 Creating Email Campaigns
- Read (in class): “How to stand out in a crowd.”
- Learning Lab: Email Campaigns

### 3/22/12 Social Media
- Guest Lecture: Iavor Ivanov, VP, Digital, Fenton Communications
- Team presentation: The Zen of Social Marketing

### 3/29/12 Corporate Blogs
- Team presentation: Nuts About Southwest
- Learning Lab: “What Should They Do”

### 4/5/12 Analytics and Audience Segmentation
- Team presentation: Google Analytics
- Learning Lab: Interpreting the Numbers

- Term project Deliverable 1 Due by 7:00 PM
- Create a trial account in Constant Contact
- Listen: “Getting Engagement with your Email Marketing.”
- Listen: “Creating Content for Social Media and Email Marketing.”

- Read: The Zen of Social Media Marketing, pp. 33-94

- Read: The Zen of Social Media Marketing, pp. 95-130
- Visit: liveunited.org
- Visit: facebook.com/unitedway

- Read: The Zen of Social Media Marketing, pp. 131-136
- Read: “The blog in the corporate machine.”
- Visit: blogsouthwest.com
- Visit: technorati.com
- Term project Deliverable 2 due by 7:00 PM

- Watch: “Introduction to Google Analytics”
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<tr>
<th>Date</th>
<th>Topic</th>
<th>Details</th>
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<tbody>
<tr>
<td>4/12/12</td>
<td>Market Research and Crowdsourcing + Quiz #2</td>
<td>• Quiz #2: Covering classes 6-10</td>
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<td>• Read: “Crowdtap.”</td>
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<td>• Read: “ImageBrief Uses Crowdsourcing to Connect Ad Agencies with Fast Growing Network of Global Photographers.”</td>
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<td>4/19/12</td>
<td>Ethical Issues</td>
<td>• Team Presentation: “Google and Internet Privacy”</td>
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<td>• Case 2: “Google and Internet Privacy.”</td>
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<tr>
<td>4/26/12</td>
<td>Term Project Presentations</td>
<td>• Term project Deliverable 3 due by 7:00 PM</td>
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<tr>
<td>5/3/12</td>
<td>Wrap-up &amp; Final Exam Review</td>
<td>• Review exam topics</td>
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<td>• Watch: Startup.com</td>
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<tr>
<td>5/10/12</td>
<td>Final Oral Exam</td>
<td>• Details TBD</td>
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