CMGT 555
Online Marketing: Design, Development and Critical Analysis
SPRING 2015

Class time: Wednesday, 6:30 p.m. - 9:20 p.m.
ANN L115
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Office Hours: By Appointment

COURSE DESCRIPTION

In an era of shifting patterns of media consumption, highly dispersed methods of content creation, and the ever-expanding role of consumers as originators, receivers, and distributors of marketing messages, new online marketing and advertising models are emerging at gathering speeds. Today’s marketing professionals need to know how to connect with their audiences using an array of new media, how to develop winning campaigns that engage consumers with their brands, and how to discern which strategies work and which don’t. In short, they need to market, monetize and measure what they do in order to succeed in an increasingly saturated digital environment.

This course is for students who want to learn about marketing in the new media environment. The course provides an overview of marketing from the standpoint of analyzing online campaigns, as well as examining the interplay between emerging technologies and changing consumer behaviors. In this course, social media marketing (inclusive of blogs, social networks), new media technologies (mobile platforms, gaming), and strategic online analytics will be explored. A key objective of this course is to give students a comprehensive understanding of how to integrate online marketing and communication with more traditional forms of the same, and to make available an array of discovery opportunities designed to provide and elicit multiple perspectives about marketing online.

COURSE REQUIREMENTS

You will be expected to come to class having completed the required readings. Additionally, you will have the opportunity to participate in class by providing real-time examples as they pertain to specific topic areas. Active participation is an important element of this class, and is part of the overall grade. Besides learning, your objectives are to show up, be engaged, learn -- and have fun.

The course components are as follows:
Case Study/ Readings + Group Facilitation: 20%
A 4-page paper will be required of this assignment as well as in-class discussion. Instructions to be provided.

Digital Deep Dive Activity: 10%
Instructions for this hands-on interview assignment will be provided.

Class Activities/Participation: 10%
In-class activities, discussion of readings, and continuous exploration of online campaigns and emerging new media as assigned.

Mid-Term Project: Campaign/Brand Analysis: 35%
You will be required to select an online campaign that features several of the key elements discussed in class and summarize the salient features of the online strategy in a 10 page double-spaced research report. This is an academic paper, with full citations and external reference materials used.

Additionally, to provide you with a hands-on learning experience, you will be required to develop two online extensions for the campaign. These must not already be a part of the existing campaign, they must involve a degree of ‘stretch’ for you, AND they must be interactive or participatory. Examples include: blogs, wikis, apps, videos, mobisodes, surveys, contests, etc. You will need to present these elements to the class, and demonstrate to the best of your ability the real-life workings of these elements. Most important, you will need to articulate why these extensions fit into the online brand narrative for the campaign and how they fulfill key business objectives.

Final Project: 25%
This project requires you to work as part of a team. You will work on behalf of an organization/brand and develop a comprehensive strategy to help this entity achieve its online marketing business objectives. You will engage in a discovery phase with this firm in order to systematically assess its organizational goals and specific marketing challenges. You will then deliver a marketing plan for the online space to achieve those targets. Your grade will be equally divided between the written report and the creative elements/presentation you develop. Further, a small portion of your grade for this assignment will come directly from the other team members.

The following components should be included as part of this project:
- Marketing report. This document, between 25-35 pages, double-spaced, should contain the basic elements of a marketing plan, but with an emphasis on online marketing strategy. Include: Company and industry overview, target audience, strategic objectives (as well as strategic sales/marketing objectives), specific online marketing tactics designed to meet those objectives, competitive analyses (SWOT, other), media analysis (with specific emphasis on reaching targets via digital media), success metrics,
measurement tactics (ROI of online strategies), and integration with traditional marketing activities as appropriate.

- Creative presentation encompassing the following: Social and new media elements (FB, Twitter, blogs, WOM initiatives, etc.); Internet-based solutions such as apps, mobile, eblast campaigns, participatory (games, contests, polls, etc.). You should plan on creating a minimum of 4 of these elements. Make sure they’re fully integrated in terms of your online marketing strategy for your client.
- Additional creative presentational elements designed to make your live demonstration as exciting as possible should be carefully considered and implemented. HOW you present your marketing ideas is vitally important to your grade.

**ATTENTION TO CREATIVE EXECUTION IS CRITICAL. REMEMBER: YOU ARE BEING EVALUATED BY YOUR CLIENTS ON THE NIGHT OF YOUR PRESENTATION.**

**REQUIRED TEXTS**


Any other required readings will be posted on Blackboard for the appropriate weeks.

**Academic Integrity Policy:** The Annenberg School for Communication is committed to upholding the University’s Academic Integrity code as detailed in the SCampus Guide. It is your responsibility to understand and abide by university policies on academic dishonesty, which includes plagiarism, cheating on exams, fabricating project data, submitting a paper to more than one professor, or submitting a paper authored by anyone other than yourself. Resources on academic integrity can be found on the Student Judicial Affairs Web site (http://www.usc.edu/student-affairs/SJACS). “Guide to Avoiding Plagiarism” addresses issues of paraphrasing, quotations, and citation in written assignments, drawing from materials used in the university’s writing program. All academic integrity violations will be reported to the University Student Judicial Affairs office (SJACS) and to the USC Annenberg School for Communication Dean’s Office on Student Affairs. Any serious violation or pattern of violations will result in the student’s from the Communication program.

**Disabilities Policy:** Students requesting academic accommodations based on disabilities are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please deliver that letter to me at the start of the semester.
CLASS SCHEDULE

Jan. 14:
Welcome to your semester!
Course and Syllabus Review.

Jan. 21:
TheClickable Consumer – I’m really close, and far, from your brand.
Consumer Behavior on the Internet.

Readings
Jenkins
Introduction and Chapter 1.

Assignment
Lurk and Look Activity due - class discussion.

Jan. 28:
Social Media Trends – Guest Speaker

Feb. 4:
Off and on -
Online Marketing Component Analysis

Readings/Class Activity
Jenkins (Individual reading representations.)

Feb. 11:
But did it sell body wash?
Scorecard Analysis of Online Marketing Campaigns

Individual Student Meetings

Feb. 18:
Online Media Trends – Guest Speaker

Individual Student Meetings
Feb. 25:
**Online Media Trends – Guest Speaker**

**Final Project Group Meetings**

Mar. 4:
**Who’s Measuring Up?**
**Brands Online**

**Final Project Group Meetings**

Mar. 11:
**Mid-term Project Presentations**

Mar. 18:
**Spring Break**

Mar. 25:
**Case Study Presentations**

Apr. 1:
**Agency Trends – Guest Speaker**

Apr. 8:
**Watching you, watching me.**
**Big data, privacy, and permission-based marketing.**

Apr. 15:
**Digital Deep Dives**

Apr. 22:
**Too little time, too many relationships.**
**Social Networking Survey Discussion**

**Readings**
Carr, pgs. 1-228.
Apr. 29:
Final Project Presentations/All Reports Due in Class.