Technologies for Interactive Marketing

ITP 476 (4 Units)
Spring 2018

Description	This course will introduce you to the key technologies, concepts and strategies in growth hacking, digital and social media marketing. Class lectures, discussions, and projects will demonstrate how Internet and new media technologies (blogs, wikis, social networks, communities, search engines, crowdfunding…) are increasingly being used in marketing and advertising. For your final project, you will drive traffic, engagement and conversion for a specific project.
Objective	Course readings, discussions, lectures, projects, and exams are designed to: - Introduce students to important terms and concepts of lean startups and growth hacking - Provide students with a basic understanding of the new media technologies influencing current marketing practices - Advance students' knowledge of the role that technology and new media can and should play in formulating and implementing customer development and marketing strategies - Provide students with hands-on experience with interactive marketing technologies: blogs, analytics, mobile devices and other social software - Provide industry relevant skills to enhance student career opportunities
Prerequisites	None
Instructor	Peter J. <<P.J.>> Leimgruber Information Technology Program Viterbi School of Engineering | University of Southern California
Website	https://backboard.usc.edu
Contact	Any questions related to the course and materials should be posted on Blackboard. For non-course questions or prospective students: *Email:* leimgrub@usc.edu
Office Hours	Mondays & Wednesdays 12:00 – 1:45pm at Olin Hall #330 Appointments can also be made via Slack
Graders/TAs	Kevin Hsu - Hsuk@usc.edu
Lecture	Mondays & Wednesdays 2:00-3:50 KAP 107

Open Lab Hours	ITP offers Open Lab use for all students enrolled in ITP classes. These open labs are held beginning the second week of classes through the last week of classes. Hours are listed at: http://itp.usc.edu/labs/.
Virtual Lab	In addition to open lab hours, students will get access to a virtual lab that they can use from their own computer. The virtual lab has all the software needed for the course. Instructions are posted on Blackboard.
Required Textbook(s)	The Beginner's Guide to SEO © 2015, Rand Fishkin, SEOmoz. (FREE) https://moz.com/beginners-guide-to-seo Additional required books and readings will be assigned in class and posted on blackboard.
Optional Textbook(s)	Running Lean, 2nd Edition © 2012, Ash Maurya, O'Reily, ISBN-10: 1449305172, ISBN-13: 978-1449305178. Purchase **hard cover** book here: http://www.amazon.com/Running-Lean-Iterate-Works-Series/dp/1449305172 Practical Google Analytics and Google Tag Manager for Developers © 2015, Jonathan Weber, Apress, ISBN-10: 148420266X, ISBN-13: 978-1484202661ASIN http://www.amazon.com/Practical-Google-Analytics-Manager-Developers/dp/148420266X Growth Hacking Marketing, 2nd Edition © 2014, Ryan Holiday, Portfolio (Penguin), ASIN: B00TFR6OCM. Part of Kindle Owner's Lending Library and Kindle Unlimited. If needed, purchase the **paperback** or **ebook** here: http://www.amazon.com/Growth-Hacker-Marketing-Primer-Advertising/dp/1591847389

Software/Services

Google Analytics and related tools are the defacto industry standard for understanding digital engagement with audiences.

We have arrange for access to the highest tier of Moz Professional. Moz Professional is the leading search engine research and marketing tool used across the all industries. MozBar, which is a free plug-in for Chrome, is used throughout the class.

We have arrange for access to digital content intelligence tools used for market research, content research and media outreach. eMarketer is the first place to look for data and research on digital for business professionals who need to be prepared for the work ahead. Statista allows you to find statistics, consumer survey results and industry studies from over 18000 sources on over 60000 topics on the internet's leading statistics database. BuzzSumo is the platform for content marketing and SEO agencies to discover engaging content and outreach opportunities which are critical for content marketing and SEO campaigns. CisionPoint allows you to build media lists, distribute press releases, manage PR campaigns, monitor news coverage and analyze results.

We have arranged for you to have free access Hootsuite Academy for some required content for the class. Hootsuite is a social media management system that keeps track and manages your full social network channels.

You will also be eligible to earn a Hootsuite Certification at no charge. This will be part of your required activities for the class. This certification will enhance your chances of obtaining a job that involves social media. You will also be listed in Hootsuite's directory of industry professionals and have access to other certified practitioners. The certification process involves viewing a required set of videos and passing an exam with a score of 95%. If you are successful, you will receive a certification you can attach to your resume.

We will be using the free version of MailChimp for email marketing and measurement. Primarily you will instrument MailChimp to interact with Google Analytics to measure the results of campaigns.

You will also be required to have various social media accounts. The specifics required will be assigned in class and posted on blackboard.

Microsoft Word and Excel will be required to edit worksheets. Powerpoint or Google Slides will be used for presentations.

Additional required software and accounts will be assigned in class and posted on blackboard.

Grading The course is graded with the following weights:

Participation & Quizzes	10%
Business & Team Presentation	5%
Content Marketing Strategy	10%
Homework	25%
Midterm	25%
Final Presentation	25%
TOTAL POSSIBLE	100%

Participation	10 Points
Quizzes	10 Points
Business & Team Presentation	10 Points
Content Marketing Strategy	20 Points
Homework	50 Points Total
	(2) 10 points, (2) 15 points
Midterm	50 Points
Final Presentation	50 Points
TOTAL POSSIBLE	**200 Points**

There is no curving. Students will receive the grades that they earn. The total points divided by 2 is the final grade %.

Quizzes (3) 5 question quizzes will be given at random times throughout the semester. 2 of 3 quizzes will be counted toward your final grade. The lowest quiz grade will be dropped.

Extra Credit The Midterm Exam will have an extra credit section to earn (4) extra points (2% points).

Grading Scale Letter grades will be assigned according to the following scale:

93%+	A
90-92%	A-
87-89%	B+
83-86%	B
80-82%	B-
77-79%	C+
73-76%	C
70-72%	C-
69	D+
67-68	D
66	D-
65 and below	F

Half percentage points will be rounded up to the next whole percentage. So for instance, 89.5% is an A-, but 89.4% is a B+.

Homework	To get help on homework, follow these simple steps
	• Read the homework instructions carefully
	• Review the "Discussion Board" section of the Blackboard forum for other student questions and comments or post a question yourself to begin the forum.
	• If you cannot find an answer above, email the TA and me
	All assignments must be submitted to Blackboard.
Policies	*Make-up policy for exams:* No make-up exams (except for medical or family emergencies) will be offered nor will there be any changes made to the Final Exam schedule.
	Late Assignments: Assignments turned in after the deadline will automatically have 10 points per day deducted.
	ITP offers Open Lab use for all students enrolled in ITP classes. These open labs are held beginning the second week of classes through the last week of classes. Hours are listed at: http://itp.usc.edu/labs/.
	Before logging off a computer, students must ensure that they have saved their work (on their personal email accounts or flash drives) created during class. Any work saved to the computer will be erased after restarting the computer. ITP is not responsible for any work lost.

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct/.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* http://equity.usc.edu/ or to the *Department of Public Safety* http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* http://www.usc.edu/student-affairs/cwm/ provides 24/7 confidential support, and the sexual assault resource center webpage sarc.usc.edu describes reporting options and other resources.

Support Systems

A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* http://dornsife.usc.edu/ali, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information http://emergency.usc.edu/* will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

Course Outline

Dates	Lecture	Reading	Homework
Week 1 1/08 1/10	Lecture: Course Overview & About Me Lecture: Lean Startups **Intro To Final Project** (will not start until later, this will give us the opportunity to start thinking about it earlier)		
Week 2 1/15 1/17	**Jan 15th – NO CLASS (MLK)** **Lecture: Digital Marketing Methodology** ● Digital Marketing Method ● Experimentation ● Digital Conversion Funnel ● Digital Content Funnel ● Case Studies		
Week 3 1/22 1/25	**SEO Week :** Search Engine Optimization ● SEO Overview ● On-Site (Technical) SEO ● Performing an SEO Audit ● Exploration of additional tools/software ● How to actionably present/report SEO findings. *Hands On: SEO Audit of selected Website* *Hands On: Moz, SEMRush, Majestic SEO* ***Select Teams – Teams of 3 by 1/25***	Beginner's Guide to SEO	Begin HW #1: SEO and Tools

Week	Lecture		
Week 4 1/29 1/31	**Lecture: Google Analytics** ● Examine Trends of sites in different niches to get a feel for customer behavior, engagement and sales funnel visualization. ● USC Example: 100k+ visits / month. ● Learn how to install Google Analytics ● Learn how to segment and track using Google Analytics. ● Understanding metrics like CPC, CPA, Conversion Rate, Click Thru Rate etc *Hands On*: Google Analytics & Google Search Console (Webmaster Tools)		**HW 1 Due:** SEO & Tools due 1/31 at 11:59pm
Week 5 2/5 2/7	Discuss details surrounding the final project & team presentations & upcoming homework assignments moving forward. **Lecture: Content Marketing** ● Inbound Marketing - Overview ● Marketing Channels - explore which channels are a good fit and why. ● Guest Blogging- What is guest blogging and why it's super effective. How to find guest blogging opportunities. ● Manual Outreach to Thought Leaders & Influencers - Who/How to reach out, Strategies for effectiveness, Tools for prospecting ● Marketing Collateral: How to create additional/supporting content for a successful campaign. ● Creating the ultimate blogger/publisher outreach kit. *Hands On: Goals, Target Market & Marketing Collateral* <mark>Must FINALIZE TARGET COMPANY BY 02/07</mark>	Integrating PR into your SEO Strategy (article & video)	Finalize target company for project. **MUST KNOW WHO/WHAT YOU ARE WORKING ON FOR THE FINAL BY 02/07**

Week 6
2/12
2/14
	Content Marketing Continued
	
	Lecture: Creating Awesome Content!
	
	• Show examples of brands that have created great content and how they did it.
	• How to leverage the research tools to understand how to best connect with consumers.
	• How to determine which types of content is appropriate for various types of brands Additional Content: Exploring How to Create & When to Leverage Other Types Of Content
	    • Infographics
	    • Memes
	    • Slideshares
	    • Whitepapers/How-to Guides
	
	Hands On: Look at real life e-commerce brand and brainstorm theories/ideas for growth.
			Begin HW 2: Find examples of brands doing great content marketing in selected verticals. What worked and why

Week 7 2/19 2/21	<mark>**02/19 – NO CLASS – PRESIDENTS DAY**</mark> **02/21 PRESENTATION #1 – Business & Team (10 Points)**		**HW #2: Due 2/19 at 11:59pm**
Week 8 2/26 2/28	**Lecture – Email Marketing & Newsletters** • Look at MailChimp and other email marketing softwares • What content to share and distribute • Frequency • Metrics & Analytics • How to build/grow a list		

Week 9 3/5 3/7 Week 10 3/12 3/15	Exam review on 03/05 ==Midterm on 03/07: Digital Marketing Methodology, Analytics, SEO & Content Marketing Strategy== *No Class 3/12 – 3/15: Spring Break* ☺		
Week 11 3/19 3/21	**SOCIAL MEDIA WEEK!** Update On Team Projects – Thinking About Content Marketing/SEO Strategies **Lecture: Social Media** ● Discoverability, Growing Your Audience/Channels ● Market - Brand identity/voice for each. ● Creating Social Media Calendar **Lecture: Facebook Ads & Paid Social Media** ● Paid vs Free - Intro into strategies to grow audience and drive sales with small marketing budget. Ho free-paid channels can be used harmoniously. *Hands On: Unbounce, Hootsuite & Social Media Calendar*		**Begin HW #3 – Hootsuite Certification.** Looking for updates/ideas for your clients. Great time to ask questions and get feedback.

		Reading: [The Definitive Guide to Growth Hacking](#)	**Team Presentation #2**: SEO and Content Marketing Strategy.
Week 12 3/26 3/28	<mark>**Team Presentations #2**</mark> **on 3/26** Lecture: Continue Facebook Ads and learn about additional types of advertising and ad-buying		**HW 3 Due:** Social Media – Get Certified on Hootsuite. Due 3/28 at 11:59pm
Week 13 4/2 4/4	**Lecture: Landing Page(s)** • Using different web builders • How to create the perfect homepage/landing page to attract customers • On-Site text/copywriting • Understanding the user journey **Lecture: Conversion Optimization & Split Testing** • Using tools like Visual Website Optimizer to create actionable split testing data • How to build A/B tests • How to measure results		

Week 14 4/9 4/11	Open Lecture Week – Professors Choice • Based on class needs I reserve a week to lecture on something new. • This could include a guest speaker.		Begin HW#4 : TBD – Assignement details will be posted in Blackboard.
Week 15 4/16 4/18	Sprint Planning: Updates, Metrics & Lessons Learned **Lecture: Personal Brand Building & Creating Your Own Consultancy** - How to position yourself to find a job - What digital marketing careers are out there. - How to set up your personal linkedin/landing page - Tips for finding a job outside of the classroom		HW#4 : TBD Due 04/16 at 11:59pm
Week 16 4/23 4/25	**4/25 – Final Class** • **Wrap-up, reflection & final thoughts** • **Last questions regarding final presentations** ==**Team Presentations: STARTING ON THE 26th**== **Need to book a time with me to deliver your 45 minute presentation.** **LAST DAY TO PRESENT IS May 4th**		**Presentation 3: Final Presentation from April 26th – May 4th.**