

**UNIVERSITY OF SOUTHERN CALIFORNIA
MARSHALL SCHOOL OF BUSINESS**

MKT 556 – INTERNET MARKETING

Professor: Allen Weiss
Office: Hoffman 616
Phone: 213-740-5035
Email: amweiss@marshall.usc.edu

COURSE OBJECTIVES

The objectives of the course are to provide students with a solid foundation in all aspects of internet marketing. Specifically my goals are:

1. To introduce you to the most current tactics, applications, and trends in internet marketing. In so doing, you will finish the course with a general understanding of how companies are currently using the internet as part of their marketing plans, and develop the specific skills necessary for carrying out those plans or effectively evaluating the plans of others.
2. To enhance your problem solving and decision making abilities in these operational areas of marketing.

COURSE MATERIALS

Because the internet moves so quickly, there is no required book for this class, but I would strongly recommend this as a basic book on internet marketing which you can get at any online book store (possibly even a good used version):

Internet Marketing And E-Commerce, by Ward Hanson & Kirithi Kalyanam, Publisher: South-Western, 2006

Most readings for this course will be sent to you by email before the scheduled class session on a given topic. Additional readings will come from various content based web sites that discuss the most current ideas in internet marketing.

EVALUATIONS

Overall grade distribution in the class will follow school guidelines and policy on a class average of 3.3. Each student's overall course grade will be based on both team work assignments and individual performance. These are detailed as follows:

Class Participation	10%
Class Project	50%
Quizzes	40%

Please note that *no late assignments will be accepted*. All written work is due at the beginning of class on the due date.

COURSE ACTIVITIES

Class Participation (10%)

Class participation is based primarily on our in-class discussions of the various topics covered in the class. One thing to keep in mind: Attendance does not affect your class participation grade (that is a separate issue...see below)...only participation affects your class participation grade.

Grading class participation is necessarily subjective. However, I do have criteria for evaluating effective class participation. One thing is certain: Your grade for class participation is not simply a function of the amount of "air time" you take up. In general, I will evaluate you on how well you are engaged in class discussions, provide thoughtful comments to our class discussions and show evidence that you have thought about the concepts being discussed.

These elements of a strong participation grade are consistent with what you'd expect in a good business meeting. **Please don't expect a passing grade in this area when all you did was show up to class.** That is simply not enough. Simply coming to class and playing around on the internet will be assessed as a failing participation grade. I use the entire grade range (A-F) for participation grades, so be aware that an F in participation, even though it is only worth 10% of your grade, will affect your final grade.

Class Project (50%)

As part of your class evaluation, you will present the results of a team project. The project will consist of providing an analysis and recommendations for an *integrated* plan to improve the online presence and profitability of a specific online company (this will be a company I will choose). You will be given a budget and your recommendations must be sensitive to that budget. I will provide any data you need and assumptions required to make this as realistic as possible.

The output of this assignment will be a class presentation (about 20 minutes).

I will speak more about this in the introduction to the class.

Quizzes (40%)

Two quizzes will be given in this class. These quizzes typically use a short answer format comprised of anywhere from 12-20 questions. Students who do well on my quizzes pay attention in class, read the assigned materials, and think about the concepts presented during the course. If you tend to miss class, you will likely do poorly on the quizzes. The quizzes are closed book and are designed to demonstrate your knowledge of class material.

Attendance : An Important Note

Please note that, just like in the "real-world, there are penalties for constantly missing meetings. I am sensitive to pressing issues that might intrude on your ability to attend class, and, as a result, I will allow you to miss 2 class sessions without penalty (however, please do not ask me for notes for missed lectures). After 2 missed sessions, you will lose 1 grade level for each additional missed

session. As an example, if you are able to get an A in my class but miss 3 class sessions, your final grade will be an A-. If you miss 4 class sessions, your final grade will be a B+, and so on. Please note, as a result, if you miss a number of classes you will not only do poorly on the final exam, but then be penalized again for missing classes. As a result, it is quite easy to get an F in my class.

Statement for Students with Disabilities

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. – 5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

Statement on Academic Integrity

It is recommended that you make a statement about academic integrity, such as:

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. *Scampus*, the Student Guidebook, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A.

<http://www.usc.edu/dept/publications/SCAMPUS/gov/>

Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at <http://www.usc.edu/student-affairs/SJACS/>

Class Schedule (subject to change)

Date	Module & Topic	Description
INTRODUCTION		
Jan 13	Introduction	In this introductory session we explore a conceptual framework of Internet Marketing.
Jan 15	Overview of Internet	In this session we explore the major trends of the internet and how it is changing the ways companies are doing business, as well as the skills necessary to compete in an ever changing environment.
Jan 20	Mass Marketing vs. Customer Control	Ad Lib: When Customers Create the Ad, <i>California Management Review</i> 2008
Jan 22	How the Web Works	Overview of the essential technologies that enable the web and what it means for internet marketing.
Jan 27	Online Business Models	Overview of the various business models used by companies on the internet.
Jan 29	Online Business Models	MedNet.com Confronts “Click-Through” Competition, HBR 2066s2
Feb 3	Technology KnowHow for Marketers	This lecture provides students with enough of a technical background to understand the essential elements of internet marketing and what is possible.
Feb 5	Quiz	
INBOUND MARKETING		
Feb 10	The Nature of Search	This session will focus on writing for the internet, usability, and general customer experience.
Feb 12	Search Engine Optimization	This session will cover the essentials of search engine optimization.

Feb 17	Paid Search	This session will cover the essentials of paid search.
Feb 19	Paid Search	Microsoft Ad Center – HBR 9-908-049
INTERACTION & USER EXPERIENCE		
Feb 24	Social Media as Inbound Marketing	This is the first of 2 sessions devoted to social media. First we look at all forms of social media.
Feb 26	Social Media as Inbound Marketing	Next we look at social media as it attempts to find a vehicle for inbound marketing.
March 3	Online Advertising	Current trends in online advertising will be discussed, as well as the different media types used in online advertising.
March 5	Online Advertising	Ad networks, behavioral targeting and other advertising technologies are discussed in this session.
March 10	Word of Mouth Marketing	The challenges facing new marketing companies (including internet) companies will be discussed during this session, with a specific emphasis on the role of the CEO and getting funding.
March 12	Quiz	
March 24	Online User Experience	Look and feel, information architecture, interactivity and part of the online user experience. In this session we examine these elements as part of the marketing effort.
March 26	Personnas	Segmentation online is what has been called “personnas”. In this session we examine the development of personnas.
March 31	Landing Pages	Perhaps the most neglected but important aspect of an online marketing strategy is the landing page. In this session, we look at landing pages, how they fit into the marketing effort, with a special emphasis on post-click marketing.

April 2	Web Analytics	The next two sessions are devoted to understand what consumers are doing on your site.
April 7	Web Analytics	Conversions funnels are the focus on this session.
RELATIONSHIP BUILDING		
April 9	Email Marketing	The next two sessions examine the use of email to build relationships with customers. Here we discuss list building, permission and privacy issues.
April 14	Email Marketing	In this session examine the processes involved in an email marketing strategy, metrics, retention and spam filtering.
April 16	Mobile Marketing	We finish the formal class with a discussion about the promises and realities of mobile marketing, the use of SMS and web technologies currently use for marketing messages to consumers.
April 21	Guest Speaker	Jeff Hudson – CEO Vhayu
April 23	Presentations	All groups projects must be turned in by the start of class.
April 28	Open Discussion	
April 30	Presentations	