CMGT 555  
Online Marketing: Design, Development and Critical Analysis  
SPRING 2012

Class time: Wednesday, 6:30 p.m. - 9:20 p.m.  
ASC 331  
Adjunct Lecturer: Anne Framroze  
E-mail: framroze@usc.edu  
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 in-depth look at 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 marketing (inclusive of blogs, wikis, and social networks), new media technologies (mobile platforms, gaming, VR, e-readers), and online measurement and promotion tactics (SEO, advertising metrics) 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.

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 and, yes, have fun.
The course components are as follows:

**Digital Marketing Sprints/Case Studies: 10%**
One or two short (3 pages) reaction papers based on analysis of digital campaigns or assigned readings.

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

**Learning Journal: 10%**
Reflections on readings, your own experience, introspection on learnings. Five pages of narrative exposition, double-spaced.

**Mid-Term Project: Case Study Analysis: 35%**
You will be required to select an online campaign that features several of the key elements discussed in class, summarize the salient features of the online strategy in a 10 page double-spaced report, and present your findings in class utilizing presentation aids.
To provide you with hands-on learning experiences, you will be required to develop online extensions to the selected campaign. You will create, write, design and implement a blog, wiki, social networking sample or other acceptable alternate, and present to the class. Your grade will be divided in thirds: one-third for actual execution of campaign extensions; one-third for your paper; one-third for your presentation.

**Final Project: 35%**
This project requires you to work as part of a team. You will select an organization within a desired industry segment, and develop a comprehensive strategy to help this entity achieve its business objectives via new media technologies. You will engage in a discovery phase with this firm in order to systematically assess their organizational goals, pinpoint specific marketing challenges, and present a marketing plan of action in the online space to achieve those targets. Your grade will be divided in thirds: one-third for creativity and execution of new and social media campaign elements; one-third for your final written report; one-third for the quality and substance of your presentation.

The following components are part of this project:

- **Marketing report:** This document, between 25-35 pages, double-spaced, should contain the following basic elements of a marketing plan, with emphasis on online marketing: Company and industry overviews, 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), articulation of success metrics, measurement tactics (ROI of online strategies), and integration with traditional marketing activities undertaken by the organization.

- **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.), and local social media.
• Creative presentation encompassing the above elements. Additional creative elements (they do not have to be online, but can be linked to online components) should be developed. **Creativity must be evident at all stages of this project.**

**REQUIRED TEXTS**


**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](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. 11:
Introduction: Digital media marketing
Course and Syllabus Review.

Jan. 18:
Do you know what they’re doing online?
Consumer behaviors and cultural norms on the Internet

Readings
De Mooij
Chapter 3: Convergence and Divergence, pgs. 67-104.
Chapter 6: Mental Processes, pgs. 211-256.
Chapter 7: Culture, Communication, and Media Behavior, pgs. 263-304.
Chapter 8: Consumer Behavior Domains, pgs. 311-356.


Jan. 25:
But did it sell body wash?
Component Analysis of Online Marketing Campaigns

Readings
Qualman
Chapters 1-4, pgs. 1-87.

Feb. 1:
Sept. 28:
Component Analysis of Online Marketing Campaigns—II

Readings
Chaffey
Chapter 5: The Internet and the Marketing Mix, pgs. 275-323.
Chapter 6: Relationship Marketing using the Internet, pgs. 329-377.
Chapter 8: Campaign Planning for Digital Media, pgs. 445-497.
Feb. 8:
Too little time, too many relationships.
Analysis of Social Media Marketing

Readings
Qualman
Chapters 5-6, pgs. 89-134.


Feb. 15:
Guest Speaker

Feb. 22:
Miller Readings/Case Studies
Digital Sprints

Feb. 29:
Game on!
Mid-term Project Presentations

Mar. 7:
Guest Speaker

Mar. 14: No Class/Spring Break

Mar. 21:
Blah, Blah, Blah = $$$$. Social networks and viral marketing strategies

Readings
Qualman
Chapters 7-8, pgs. 135-241.


**Mar. 28:**
Group project work.

**Apr. 4:**
*I’m blocking you from seeing my wall.*
Online privacy, digital security and spam marketing

**Readings:**

**Saving face.**
**Online Public Relations, Reputation Management and Crisis PR**

**Readings:**


**Apr. 11:**
*No place to hide.*
Search Marketing, Online Advertising and Metrics

**Readings:**

Apr. 18:
Guest Speaker

Apr. 25:
Final Group Project Presentations
Turn in all reports tonight.