

CMGT 555
Online Marketing: Design, Development and Critical Analysis
SPRING 2013

Class time: Wednesday, 6:30 p.m. - 9:20 p.m.

ASC 204

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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:

Real Time Reaction Paper: 10%

Class Work/Participation: 10%

In-class activities, discussion of readings, class blog posting, and continuous exploration of online campaigns and emerging new media as assigned.

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 and summarize the salient features of the online strategy in a 10 page double-spaced report.

To provide you with hands-on learning experiences, 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 two elements to the class, and demonstrate to the best of your ability the real-life workings of these elements.

Final Project: 45%

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.).

- Additional creative elements designed to make your live presentation as engaging and exciting as possible should be carefully considered and implemented. HOW you present your marketing ideas is as important as what you write or say.

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

REQUIRED TEXTS

Chaffey, D. (2009). Internet Marketing: Strategy, Implementation and Practice. London, UK: Pearson Education Limited.

De Mooij, M. (2011). Consumer Behavior and Culture: Consequences for Global Marketing and Advertising. Thousand Oaks, CA: Sage Publications, Inc.

Qualman, E. (2009). Socialnomics: How Social Media Transforms the Way We Live and Do Business. Hoboken, NJ: John Wiley & Sons.

Carr, N. (2010). The Shallows: What the Internet is Doing to Our Brains. New York, NY: W.W. Norton & Co., Inc.

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. 16:

Introduction: Digital media marketing
Course and Syllabus Review.

Jan. 23:

Do you know who your customer is?
Consumer Cultures

Readings

De Mooij
Chapters 6,7,8

Jan. 30

Do you know what they're doing online?
Consumer behavior on the Internet.

Group Project Launch

Feb. 6:

But did it sell body wash?
Component Analysis of Online Marketing Campaigns

Readings (to be assigned by group in preceding class)

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. 13:

Guest Speaker

Feb. 20:

Telling Stories that Sell.
Component Analysis of Online Marketing Campaigns—II

Readings

Qualman

Chapters 1-4, pgs. 1-87.

Feb. 27:

Guest Speaker

Mar. 6:

Mid-term Project Presentations

Mar. 13:

CPC, CPM, TRP, GRP, CTR....

Online Advertising and What to Measure

Readings:

Ratliff, J.D. & Rubinfeld, D.L. (2010). Online Advertising: Defining Relevant Markets. *Journal of Competition Law & Economics*, 6(3), 653-686.

Golan, G.J. & Zaidner, L. (2008). Creative Strategies in Viral Advertising: An Application of Taylor's Six-Segment Message Strategy Wheel. *Journal of Computer-Mediated Communication*, 13, 959-972.

Mar. 20:

Spring Break—no class.

Mar. 27:

It's all about (selling) you!

Big data, privacy, and permission-based marketing.

Readings:

Milne, G.R., Rohm, A. & Bahl, S. (2009). If it's Legal, Is it Acceptable? Consumer Reactions to Online Covert Marketing. *Journal of Advertising*, Winter 2009, 38 (4), pgs. 107-123.

Fieseler, C., Fleck, M. & Meckel, M. (2010). Corporate social responsibility in the blogosphere. *Journal of Business Ethics*, 91 (Spring), 599-614.

Rybalko, S. & Seltzer, T. (2010). Dialogic communication in 140 characters or less: How Fortune 500 companies engage stakeholders using Twitter. *Public Relations Review*, 36 (4), 336-341.

Apr. 3:

Group Project Work/Group meetings

Apr. 10:

Guest Speaker

Readings:

Carr

Pgs. 1-114.

Apr. 17:

Too little time; too many relationships.

A thoughtful review of being social 24/7.

Readings

Qualman

Chapters 7-8, pgs. 135-241.

Carr

Pgs. 114-228.

Apr. 24:

Final Project Presentations

PLEASE TURN IN ALL REPORTS TONIGHT, EVEN IF YOUR GROUP PRESENTS ON MAY 1.

May 1:

Final Group Project Presentations.

