

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

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

ASC 204

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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 a broad 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 and new media technologies will be explored. A key objective of this course is to give students perspective on 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, stretch yourself -- and have fun.

The course components are as follows. All instructions for each assignment segment will be posted on Blackboard and questions will be discussed in class.

Case Study Project + Group Facilitation: 15%

A 4-page paper, presentation of your case study to the class and facilitation of class discussion is required. Instructions to be provided.

Class Activities/Participation: 10%

In-class activities including “Best Idea Night”, discussion of readings, and continuous exploration of online campaigns and emerging new media as assigned.

Mid-Term Project: Campaign/Brand Analysis: 45%

You will be required to select an online campaign that features several of the key elements discussed in class and critique 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. You will need to incorporate ‘bigger picture thinking’ for this paper supported by research, and NOT merely provide descriptive analysis of the various components of your selected campaign.

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, webisodes, 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: 30%

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

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

Hemann, C. & Burbary, K. (2013). Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World. Indianapolis, IN: Que Publishing.

Jenkins, H., Ford, S. & Green, J. (2013). Spreadable Media: Creating Value and Meaning in a Networked Culture. New York, NY: New York University Press.

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

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/departments/departments-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.

CLASS SCHEDULE

Aug. 25:

Welcome to your semester!

Course and Syllabus Review.

Sept. 1:

Off and on -

Online Marketing Component Analysis

Readings: Jenkins, Introduction and Chapter 1. Check Blackboard for additional readings.

Sept. 8:

Did you hear the one about?

Online Storytelling and Scorecard Analysis

Final Project Groups Formed.

Sept. 15:

The Clickable Consumer.

Customer Behavior on the Internet.

Activity Assignment

Lurk and Look Activity due - class discussion.

Sept. 22:

Consumer Cultures:

Our Social Selves Online.

Individual Meetings.

Sept. 29:

Best Idea Night.

Individual Meetings/ Possible Case Study Presentation.

Oct. 6:

No class (mid-term prep).

Oct. 13:

Mid-term Project Presentations

Oct. 20:

Who's Measuring Up?

What success looks like online.

Case Study Presentations.

Oct. 27:

Guest Speaker.

Nov. 3:

Final Project Outline Presentations.

Case Study Presentations.

Nov. 10: Field Trip!

Nov. 17:

Watching you, watching me.

Big data, privacy, and permission-based marketing.

Case Study Presentations.

Nov. 24:

Too little time, too many relationships.
Social Networking Survey Discussion

Readings: Carr, pgs. 1-228.

Dec. 1:
Final Project Presentations/All Reports Due in Class.