
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: <ol style="list-style-type: none">1. Introduce students to important terms and concepts of lean startups and growth hacking2. Provide students with a basic understanding of the new media technologies influencing current marketing practices3. Advance students' knowledge of the role that technology and new media can and should play in formulating and implementing customer development and marketing strategies4. Provide students with hands-on experience with interactive marketing technologies: blogs, analytics, mobile devices and other social software5. 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 12:00 – 1:55pm in TBD Appointments can also be made via Slack
Graders/TAs	None

Lecture Mondays & Wednesdays 2:00-3:50 OHE 540

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>



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.



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. Google Drive is also acceptable.

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	12.5%
Business & Team Presentation (P1)	5%
Content Marketing Strategy (P2)	10%
Homework	27.5%
Midterm	25%
Final Presentation (P3)	20%
<u>TOTAL POSSIBLE</u>	<u>100%</u>

Participation	5 Points
Quizzes	20 Points
Business & Team Presentation	10 Points
Content Marketing Strategy	20 Points
Homework	55 Points
	(2x) 5 Points
	(3x) 15 Points

Midterm	50 Points
Final Presentation	40 Points
<u>TOTAL POSSIBLE</u>	<u>200 Points</u>

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

Quizzes (5) 5-question quizzes will be given at random times throughout the semester. 4 of 5 quizzes will be counted toward your final grade. The lowest quiz grade will be dropped. No makeups

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 or Slack 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 20% deduction per day.

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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/academicssupport/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 8/20 8/22	<p>Course Overview & About Me</p> <p>Intro To Final Project (will not start until later, this will give us the opportunity to start thinking about it earlier)</p> <p>Lecture: Digital Marketing Methodology</p> <ul style="list-style-type: none"> • Digital Marketing Method • Experimentation • Digital Conversion Funnel • Digital Content Funnel • Case Studies 		
Week 2 8/27 8/29	<p>Lecture: Lean Startups</p> <p>SEO Part 1 Lecture: Search Engine Optimization</p> <ul style="list-style-type: none"> • How Search Engines Work and why search engines are Important • On-Site (Technical) SEO 		<p>Select Teams – Teams of 3 or 4 for Final Project by Wednesday August 29th</p>

<p>Week 3</p> <p>09/03</p> <p>09/05</p>	<p>September 3th – NO CLASS (LABOR DAY)</p> <p>SEO Part 2 – Hands on with Software(s)</p> <ul style="list-style-type: none"> • Performing an SEO Audit • Exploration of additional tools/software • How to actionably present/report SEO findings. <p>Hands On: SEO Audit of selected Website</p> <p>Hands On: Moz, SEMRush, Majestic SEO</p>	<p>Beginner’s Guide to SEO</p>	
<p>Week 4</p> <p>09/10</p> <p>09/12</p>	<p>Discuss details surrounding the final project & team presentations & upcoming homework assignments moving forward.</p> <p>Lecture: Google Analytics</p> <ul style="list-style-type: none"> • Examine Trends of sites in different niches to get a feel for customer behavior, engagement and sales funnel visualization. • Get hands on with real client data. <p>Hands On: Google Analytics & Google Search Console (Webmaster Tools)</p>	<p>Watch Selected “Whiteboard Friday” videos on Moz.</p>	<p>HW 1 Due 9/14: SEO & Tools</p> <p>Finalize Company or Startup For Project by 09/17</p>

<p>Week 5</p> <p>09/17</p> <p>09/19</p>	<p>Begin Content Marketing</p> <p>Lecture: Content Marketing Strategy – Overview and SEO/Link Building</p> <ul style="list-style-type: none"> • Inbound Marketing - Overview • Marketing Channels - explore which channels are a good fit and why. • How to define and set realistic content marketing goals • Identifying Personas, Target Market, Messaging & Position • Which distribution channels work and why? <p>Hands On: Goals, Target Market & Marketing Collateral</p> <p>Finalize target company for project.</p> <p>MUST KNOW WHO/WHAT YOU ARE WORKING ON FOR THE FINAL BY 09/17</p>	<p>Integrating PR into your SEO Strategy (article & video)</p>	<p>Finalize target company for project.</p> <p>LAST DAY TO REPORT WHO/WHAT YOU ARE WORKING ON FOR THE FINAL BY 09/17</p>
<p>Week 6</p> <p>09/24</p> <p>09/26</p>	<p>Expect a class cancellation this week. My wife is due to have our baby girl on the 22nd.</p> <p>Lecture: Content Marketing Strategy – Blogging, PR & Outreach Strategies</p> <ul style="list-style-type: none"> • Marketing Collateral: How to create additional/supporting content for a successful campaign. • Creating the ultimate blogger/publisher outreach kit. • 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 		<p>HW #2 – Google Analytics. Due 9/24</p>

<p>Week 7</p> <p>10/01</p> <p>10/03</p>	<p>Team Presentation #1</p> <p>Lecture: Creating Awesome Content!</p> <ul style="list-style-type: none"> • 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. <p>Additional Content: Exploring How to Create & When to Leverage Other Types Of Content</p> <ul style="list-style-type: none"> • Infographics • Memes • Slideshares • Whitepapers/How-to Guides <p>Hands On: Look at real life e-commerce brand and brainstorm theories/ideas for growth.</p>		<p>Team Presentation 1: Business & Team 10/01</p>
<p>Week 8</p> <p>10/08</p> <p>10/10</p>	<p>Lecture – Email Marketing & Newsletters</p> <ul style="list-style-type: none"> • Look at MailChimp and other email marketing software • What content to share and distribute • Frequency • Metrics & Analytics • How to build/grow a list <p>Update On Team Projects – Thinking About Content Marketing/SEO Strategies</p>		<p>HW 3 (TBD): Due 10/12</p>

<p>Week 9</p> <p>10/15</p> <p>10/17</p>	<p>Exam review!</p> <p>Midterm: Digital Marketing Methodology, Analytics, SEO & Content Marketing Strategy</p>		
<p>Week 10</p> <p>10/22</p> <p>10/24</p>	<p>Review Exam and Discuss Projects</p> <p>Team Presentation #2</p>		<p>Team Presentation #2: Customer/Target Market Identification & Marketing Strategy Proposal.</p>
<p>Week 11</p> <p>10/29</p> <p>10/31</p>	<p>Lecture: Landing Page(s) for Marketing / Conversions</p> <ul style="list-style-type: none"> • Using different web builders • How to create the perfect homepage/landing page to attract customers • On-Site text/copywriting • Understanding the user journey <p>Lecture: Intro into Conversion Optimization & Split Testing</p> <ul style="list-style-type: none"> • Using tools like Visual Website Optimizer to create actionable split testing data • How to build A/B tests • How to measure results 		

<p>Week 12</p> <p>11/5</p> <p>11/7</p>	<p>SOCIAL MEDIA WEEK!</p> <p>Lecture: Social Media</p> <ul style="list-style-type: none"> • Discoverability, Growing Your Audience/Channels • Market - Brand identity/voice for each. • Creating Social Media Calendar <p>Looking for updates/ideas for your clients. Great time to ask questions and get feedback.</p>		<p>Begin HW #4 – Hootsuite Certification.</p>
<p>Week 13</p> <p>11/12</p> <p>11/14</p>	<p>Lecture: Facebook Ads & Paid Social Media</p> <p>Sprint Planning: Updates, Metrics & Lessons Learned</p>		<p>HW#4 Due 11/12</p>
<p>Week 14</p> <p>11/19</p> <p>11/21</p>	<p>Personal Brand Building & Becoming A Consultant</p> <ul style="list-style-type: none"> - 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 - <p>11/22 NO CLASS - Thanksgiving</p>		

<p>Week 15</p> <p>11/26</p> <p>11/28</p>	<p>11/26 – Final Class</p> <ul style="list-style-type: none"> • Wrap-up, reflection & final thoughts • Last questions regarding final presentations <p>11/28 – No Lecture – Room Open for Group Work</p> <p>Team Presentations: STARTING ON THE 3rd</p> <p>Need to book a time with me to deliver your 45 minute presentation.</p> <p>LAST DAY TO PRESENT IS DECEMBER 7th</p>		<p>HW 5 – Course Reflection Wrap-Up and Feedback.</p> <p>Presentation 3: Final Presentation</p>