USC Marshall
School of Business

MKT-556: Internet Marketing

Syllabus – Spring 2019 – M – 6:30-9:30pm – 3.0 Units

Professor: Allen Weiss
Office: Hoffman 323
Office Hours: Mondays, 3-4pm and by appointment
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COURSE DESCRIPTION

The purpose of this course is to introduce you to the most current tactics, applications, and trends in digital 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.

We cover almost every tactic that is used by companies, including lead generation, account based marketing, social media, mobile, landing page optimization, SEO, PPC and much more. Thus, this class is a digital strategy class rather than an in-depth class on a specific tactic, like social media.

Students apply what they learn to a real company who is looking to improve their digital presence. Students are assessed by 2 quizzes and a group project.

COURSE OBJECTIVES

By the end of the course, participants will be able to:

1. Explain what constitutes a digital marketing strategy.
2. Demonstrate a basic knowledge of a broad array of digital marketing tactics being used by companies today.
3. Demonstrate an understanding of the history and technologies of digital marketing in order to have a better sense as to the future of digital channels.
4. Demonstrate an understanding of how online and offline can work together to provide a seamless experience for users.
5. Demonstrate knowledge of a wide variety of metrics being used today to assess the success of marketing tactics and relate these metrics to the digital marketing strategy.
6. Apply what they have learned in this course to a digital marketing problem faced by a real company.

COURSE MATERIALS

Because the internet moves so quickly, there is no required book for this class, but if you would like a book, I can provide recommendations in class, but these will be for individual topics in the class.

Most readings for this course will be given to you 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 digitial marketing.

GRADING

Overall grade distribution in the class will follow school guidelines and policy on a class average of 3.5. Each student's overall course grade will be based on a team project and individual performance. These are detailed as follows:

Participation	10%
Class Project	50%
Midterm Quiz	20%
Final Quiz	20%

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

Calculations of your final score will be based on a weighted average of the normalized score for each of the three components of the class (project, quizzes). The final scores will then be sorted, and natural breakoff points will determine the final course grade for each student.

COURSE ACTIVITIES

Class Participation (10%)

The main way you will learn during the weekly classes is to participate. In addition, your ability to perform well on both the quizzes and the project is highly dependent on your participation in class.

If you do not come to class, your participation score for that day will be zero.

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 (or some other metrics) 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 20 (the absolute limit for all slides) slide PowerPoint presentation.

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

Quizzes (2 @ 20% each)

Two quizzes will be given in this class. These quizzes use a short answer format or short case study comprised of anywhere from 12-20 questions. Students who do well on these 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.

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 Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. 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.

Students with Disabilities:
USC is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability which may impact your performance, attendance, or grades in this course and require accommodations, you must first register with the Office of Disability Services and Programs (www.usc.edu/disability). DSP provides certification for students with disabilities and helps arrange the relevant accommodations. 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 your TA) as early in the semester as possible. DSP is located in GFS (Grace Ford

Salvatori Hall) 120 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. Email: ability@usc.edu.

Support Systems:
Student Counseling Services (SCS) - (213) 740-7711 – 24/7 on call
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. https://engemannshc.usc.edu/counseling/

National Suicide Prevention Lifeline - 1-800-273-8255
Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. http://www.suicidepreventionlifeline.org

Relationship & Sexual Violence Prevention Services (RSVP) - (213) 740-4900 - 24/7 on call
Free and confidential therapy services, workshops, and training for situations related to gender-based harm. https://engemannshc.usc.edu/rsvp/

Sexual Assault Resource Center
For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: http://sarc.usc.edu/

Office of Equity and Diversity (OED)/Title IX compliance – (213) 740-5086
Works with faculty, staff, visitors, applicants, and students around issues of protected class. https://equity.usc.edu/

Bias Assessment Response and Support
Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. https://studentaffairs.usc.edu/bias-assessment-response-support/

Student Support & Advocacy – (213) 821-4710
Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. https://studentaffairs.usc.edu/ssa/

Diversity at USC – https://diversity.usc.edu/
Tabs for Events, Programs and Training, Task Force (including representatives for each school), Chronology, Participate, Resources for Students

USC Emergency Information

Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. emergency.usc.edu

USC Department of Public Safety – UPC: (213) 740-4321 – HSC: (323) 442-1000 – 24-hour emergency or to report a crime.
Provides overall safety to USC community. dps.usc.edu

COURSE CALENDAR/TOPICS/DELIVERABLES
(tentative – subject to change due to scheduling of guest speakers)

	Topics Daily Activities	Deliverables and Due Dates
WEEK 1 1/7	Introduction - Digital Marketing Strategy Omni Channel Marketing, Channel Conflict, Analytics	
WEEK 2 1/14	**Project Speaker** Web Technologies - Project Groups	
WEEK 3 1/28	Project - Personas – Competitive Info Web Analytics	
WEEK 4 2/4	**Robert Rose** – Content Marketing Landing Page Optimization	
WEEK 5 2/11	Landing Page Optimization Mobile Marketing	
WEEK 6 2/25	Social Media Strategy Social Media Platforms	
WEEK 7 3/4	Quiz Lead Nurturing	**1st Quiz – 3/4**
WEEK 8 3/18	Project Speaker - Follow Up Attribution Modeling - Project	
WEEK 9 3/25	Search Engine Optimization	
WEEK 10 4/1	**Ron Ploof – StoryHow** Online Advertising and Paid Search	

WEEK 11 4/8	**Michael Barber – Email** Email Strategy	
WEEK 12 4/15	Account Based Marketing Future Digital Exercise	
WEEK 13 4/22	Quiz Biggest Trends in 2019	**2nd Quiz – 4/22** **Project Due – 4/22**

Appendix I. MARSHALL GRADUATE PROGRAMS LEARNING GOALS
How MKT 556 Contributes to Marshall Graduate Program Learning Goals

Marshall Graduate Program Learning Goals	MKT 556 Objectives that support this goal	Assessment Method

Learning Goal #1: Develop Personal Strengths. **Our graduates will develop a global and entrepreneurial mindset, lead with integrity, purpose and ethical perspective, and draw value from diversity and inclusion.**		
1.1 Possess personal integrity and a commitment to an organization's purpose and core values.		
1.2 Expand awareness with a global and entrepreneurial mindset, drawing value from diversity and inclusion.	1-6	Quizzes & Team Project
1.3 Exhibit awareness of ethical dimensions and professional standards in decision making.		
Learning Goal #2: Gain Knowledge and Skills. **Our graduates will develop a deep understanding of the key functions of business enterprises and will be able to identify and take advantage of opportunities in a complex, uncertain and dynamic business environment using critical and analytical thinking skills.**		
2.1 Gain knowledge of the key functions of business enterprises.	1-6	Quizzes
2.2 Acquire advanced skills to understand and analyze significant business opportunities, which can be complex, uncertain and dynamic.	1-6	Quizzes & Team Project
2.3 Use critical and analytical thinking to identify viable options that can create short-term and long-term value for organizations and their stakeholders.	1-6	Team Project
Learning Goal #3: Motivate and Build High Performing Teams. **Our graduates will achieve results by fostering collaboration, communication and adaptability on individual, team, and organization levels.**		
3.1 Motivate and work with colleagues, partners, and other stakeholders to achieve organizational purposes.	1-6	Team Project
3.2 Help build and sustain high-performing teams by infusing teams with a variety of perspectives, talents, and skills and aligning individual success with team success and with overall organizational success.	1-6	Team Project
3.3 Foster collaboration, communication and adaptability in helping organizations excel in a changing business landscape.	1-6	Team Project