



# Technologies for Interactive Marketing

ITP 476 (4 Units)  
Spring 2020

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**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.

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**Objective** Course readings, discussions, lectures, projects, and exams are designed to:

1. Introduce students to important terms and concepts of lean startups and growth hacking
2. Provide students with a basic understanding of the new media technologies influencing current marketing practices
3. Advance students' knowledge of the role that technology and new media can and should play in formulating and implementing customer development and marketing strategies
4. Provide students with hands-on experience with interactive marketing technologies: blogs, analytics, mobile devices and other social software
5. Provide industry relevant skills to enhance student career opportunities

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**Prerequisites** None

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**Instructor** Peter J. <<P.J.>> Leimgruber  
Information Technology Program  
Viterbi School of Engineering | University of Southern California

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**Website** <https://blackboard.usc.edu>

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**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](mailto:leimgrub@usc.edu)

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**Office Hours** Mondays 11:45 – 1:45pm at University Club Lounge. However Appointments be made via Slack or after/before class so I know when to expect you.

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Graders/TAs	Gabrielle Sinacola - <a href="mailto:gsinacol@usc.edu">gsinacol@usc.edu</a>
Lecture	Mondays & Wednesdays 2:00-3:50 VKC 101
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: <a href="http://itp.usc.edu/labs/">http://itp.usc.edu/labs/</a> .
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)	<p><u>The Beginner's Guide to SEO</u> © 2015, Rand Fishkin, SEOmoz. (FREE) <a href="https://moz.com/beginners-guide-to-seo">https://moz.com/beginners-guide-to-seo</a></p> <p>Additional required books and readings will be assigned in class and posted on blackboard.</p>
Optional Textbook(s)	<p><u>Running Lean, 2nd Edition</u> © 2012, Ash Maurya, O'Reilly, ISBN-10: 1449305172, ISBN-13: 978-1449305178. Purchase hard cover book here: <a href="http://www.amazon.com/Running-Lean-Iterate-Works-Series/dp/1449305172">http://www.amazon.com/Running-Lean-Iterate-Works-Series/dp/1449305172</a></p> <p><u>Practical Google Analytics and Google Tag Manager for Developers</u> © 2015, Jonathan Weber, Apress, ISBN-10: 148420266X, ISBN-13: 978-1484202661ASIN <a href="http://www.amazon.com/Practical-Google-Analytics-Manager-Developers/dp/148420266X">http://www.amazon.com/Practical-Google-Analytics-Manager-Developers/dp/148420266X</a></p> <p><u>Growth Hacking Marketing, 2nd Edition</u> © 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: <a href="http://www.amazon.com/Growth-Hacker-Marketing-Primer-Advertising/dp/1591847389">http://www.amazon.com/Growth-Hacker-Marketing-Primer-Advertising/dp/1591847389</a></p>

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Software/  
Services



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.

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**Grading** The course is graded with the following weights:

<b>Exams &amp; Quizzes (35%)</b>	<b>70 Points</b>
Midterm	50 Points
Midterm II	20 Points
<b>Homework (25%)</b>	<b>50 Points</b>
	(5x) 10 Points
<b>Group Project Presentations (40%)</b>	<b>80 Points</b>
(P1) Business & Team Presentation	15 Points
(P2) Content Marketing Strategy	25 Points
(P3) Final Presentation	40 Points
<b>TOTAL POSSIBLE</b>	<b>200 Points</b>

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

The Midterm Exams will have an extra credit section to earn (2) extra points (1% point) on each exam. Additional extra credit opportunities may be offered at the instructors discretion.

### **Extra Credit**

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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+.

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Homework To get help on homework, follow these simple steps

- Read the homework instructions carefully
- Review the “Discussion Board” section of Slack 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.

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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 1 point deduction per day. Up to 5 days after the due date.

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/>.

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.

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## 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](http://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](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.

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Course Outline			
Dates	Lecture	Reading	Homework
<b>Week 1</b>  1/13 1/15	Course Overview & About Me  <b>Lecture: Digital Marketing &amp; Lean Startup Methodology</b>  <ul style="list-style-type: none"> <li>● Digital Marketing Method</li> <li>● Experimentation</li> <li>● Digital Conversion Funnel</li> <li>● Digital Content Funnel</li> <li>● Case Studies</li> </ul>		
<b>Week 2</b>  1/20 1/22	<b>NO CLASS 1/20 - MLK DAY</b>  <b>Lecture: Introduction To Marketing Consulting &amp; Intro To Group Project</b>		

<p><b>Week 3</b></p> <p>1/27 1/29</p>	<p><b>Section #1 - Web Analytics</b></p> <p><b>Lecture: Google Analytics &amp; Google Search Console</b></p> <ul style="list-style-type: none"> <li>• Learn how to set up and optimize Google Analytics and Google Search Console.</li> <li>• Examine Trends of sites in different niches to get a feel for customer behavior, engagement and sales funnel visualization.</li> <li>• Get hands on with real client data.</li> </ul> <p>Hands On: Google Analytics &amp; Google Search Console (Webmaster Tools)</p>		
<p><b>Week 4</b></p> <p>2/3 2/5</p>	<p><b>Section #2 - Search Engine Optimization (SEO)</b></p> <p><b>Lecture:</b> Market Research - Understanding Your Target Market, Competitor Research, Keyword Research</p> <p><b>Lecture: SEO Part 1:</b> Fundamentals of Search Engine Optimization</p> <ul style="list-style-type: none"> <li>• How Search Engines Work and why search engines are Important</li> <li>• History Of Search Engines</li> <li>• Basics On-Site (Technical) SEO</li> </ul>	<p>Begin Reading: <a href="#">Beginner's Guide to SEO</a></p>	<p>Select Teams – Teams of Up To 4 for Final Project by Wednesday</p> <p><b>HW #1 - Due 02/07 at 11:59pm</b></p>



<p><b>Week 5</b></p> <p>2/10 2/12</p>	<p><b>Section #2 - Search Engine Optimization (SEO)</b></p> <p><b>SEO Lecture</b> – Hands on with Software(s)</p> <ul style="list-style-type: none"> <li>● Performing an SEO Audit</li> <li>● Exploration of additional tools/ software</li> <li>● How to actionably present/report SEO findings.</li> </ul> <p>Hands On: SEO Audit of selected Website Hands On: Moz, SEMRush, Majestic</p> <p><b>SEO Lecture: SEO/Link Building + Introduction into Content Marketing</b></p> <ul style="list-style-type: none"> <li>● Inbound Marketing - Overview</li> <li>● Marketing Channels - explore which channels are a good fit and why.</li> <li>● How to define and set realistic content marketing goals</li> </ul> <p>Hands On: Goals, Target Market &amp; Marketing Collateral</p>	<p>READ PRIOR TO CLASS: <a href="#">Beginner's Guide to SEO</a></p>	
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<p><b>Week 6</b></p> <p>2/17 2/19</p>	<p><b>Section #3 - CONTENT MARKETING</b></p> <p><b>NO CLASS 2/17 - MLK DAY</b></p> <p><b>Lecture: Content Marketing Advanced – Blogging</b></p> <ul style="list-style-type: none"> <li>• Guest Blogging- What is guest blogging and why it's super effective.</li> <li>• How to find guest blogging opportunities.</li> <li>• Marketing Collateral: How to create additional/supporting content for a successful campaign.</li> </ul> <p>Sprint Planning: Updates, Metrics &amp; Lessons Learned. Looking for updates/ideas for your clients. Great time to ask questions and get feedback.</p>		<p><b>HW #2 - Due 2/20 at 11:59pm</b></p>
<p><b>Week 7</b></p> <p>2/24 2/26</p>	<p><b>Section #3 - CONTENT MARKETING + PR/OUTREACH</b></p> <p><b>Lecture: Content Marketing Advanced PR &amp; Outreach Strategies</b></p> <ul style="list-style-type: none"> <li>• Marketing Collateral: How to create additional/supporting content for a successful campaign.</li> <li>• Creating A Media/Outreach Kit</li> <li>• Introduction to Digital PR Strategie</li> </ul>		
<p><b>Week 8</b></p> <p>3/2 3/4</p>	<p><b>GROUP PRESENTATION #1</b></p>		

<p><b>Week 9</b></p> <p>3/9 3/11</p>	<p>Midterm Review: 3/9</p> <p>Midterm 1 3/11: Digital Marketing Methodology, Analytics &amp; SEO, Content Marketing</p>		<p>HW #3 – 3/10 11:59pm (5 pts)</p>
<p><b>Week 10</b></p> <p>3/16 3/18</p>	<p>3/16 &amp; 3/18 - NO CLASS!</p> <p>Spring Break</p>		
<p><b>Week 11</b></p> <p>3/23 3/25</p>	<p>Section #4 - Influencer Marketing</p> <p>Lecture: Influencer Marketing Overview</p> <ul style="list-style-type: none"> <li>• Types of sponsored content</li> <li>• FTC Disclosure - #ad, #sponsored</li> <li>• How To Outreach To Influencers</li> <li>• Pricing A Campaign</li> <li>• Metrics: Understanding CPM/CPV/CPE</li> </ul>		

<p><b>Week 12</b></p> <p>3/23 3/25</p>	<p><b>Section #4 - Influencer Marketing</b></p> <p><b>Lecture: Facebook Ads &amp; Paid Social Media</b></p> <ul style="list-style-type: none"> <li>• How to set up Facebook and Instagram Ads.</li> <li>• How to properly research &amp; write ad copy.</li> <li>• How to work with budgets and performance metrics</li> </ul> <p><b>Lecture: Managing Social Media For A Company/Brand</b></p> <ul style="list-style-type: none"> <li>• Using Hootsuite</li> </ul>		<p><b>HW #4 - Due 3/27 at 11:59pm</b></p>
<p><b>Week 13</b></p> <p>3/30 4/1</p>	<p><b>GROUP PRESENTATION #2</b></p>		

<p><b>Week 14</b></p> <p>4/6 4/8</p>	<p><b>Section #5 - Landing Page Optimization</b></p> <p><b>Lecture: Landing Page(s) for Marketing / Conversions</b></p> <ul style="list-style-type: none"> <li>• Using different web builders</li> <li>• How to create the perfect homepage/landing page to attract customers</li> <li>• On-Site text/copywriting</li> <li>• Understanding the user journey</li> </ul> <p><b>Lecture: Conversion Optimization &amp; Split Testing</b></p> <ul style="list-style-type: none"> <li>• Using tools like Visual Website Optimizer to create actionable split testing data</li> <li>• How to build A/B tests</li> <li>• How to measure results</li> </ul>		
<p><b>Week 15</b></p> <p>4/13 4/15</p>	<p><b>Section #6 - EMAIL MARKETING</b></p> <p><b>Lecture: Email Marketing</b></p> <ul style="list-style-type: none"> <li>• The Basics of Email Marketing</li> <li>• How To Build A Mailing List</li> <li>• Setting up Mailchimp</li> <li>• Strategies for Success</li> </ul>		<p><b>HW #5 - Due 4/16 at 11:59pm</b></p>

<p><b>Week 16</b></p> <p>4/20 4/22</p>	<p><b>Lecture: TBD</b></p> <p><b>Midterm 2 - Content Marketing, Social Media &amp; Landing Page Optimization, Short Exam (30 Points)</b></p>		
<p><b>Week 17</b></p> <p>4/27 4/29</p>	<p><b>Lecture: Personal Brand Building &amp; Becoming A Consultant</b></p> <ul style="list-style-type: none"> <li>- How to position yourself to find a job</li> <li>- What digital marketing careers are out there.</li> <li>- How to set up your personal linkedin/landing page</li> <li>- Tips for finding a job outside of the classroom</li> </ul> <p><b>Final Class:</b></p> <ul style="list-style-type: none"> <li>• Wrap-up, reflection &amp; final thoughts</li> <li>• Last questions regarding final presentations</li> </ul> <p><b>Team Presentations:</b></p> <p>Need to book a time with me to deliver your 45 minute presentation.</p>		