

Section: Wednesday, 6:00 – 10:00 PM Pacific Time

Professor: Hank Wasiak

Zoom Meeting Information **Link:** bit.ly/556summer
ID: 950 1844 3088
Passcode: 613514

Office: ZOOM – Palm Springs, CA

Office Hours: By appointment – Available any time
ID: 570 957 1041
Link: bit.ly/USCpersroom
Passcode: Usc405406

Email: wasiak@usc.edu

Phone: 646-236-9014

Website: www.hankwasiak.com, www.thewisdomguy.com,
www.madmanhappyfarmer.com

NOTE: This class will be taught 100% ONLINE using Zoom on Wednesdays from 6:00 PM to 10:00 PM Pacific Time.

Zoom links will be available on Blackboard via USC Zoom Pro Meeting. Lectures will be recorded for those in different times zones in which their local time is outside of “reasonable learning hours” of 7:00 AM to 10:00 PM.

I will also keep the Zoom session open after class for an additional 30 minutes for any students that wish to chat. If that is inconvenient or you need a private discussion about anything, I will make myself available for a discussion at any mutually agreeable time.

Don't be shy... I value and look forward to these discussions.

PERSPECTIVE

The essence and nature of marketing has evolved and is now going through a dynamic and profound period of change. Digital communications and empowered consumers are at the epicenter of these changes. Business and marketing have been digitally transformed. The explosion of social media, ubiquity of smart mobile connectivity and the resultant data deluge have transformed marketing communications. Today, all marketing—B2B, B2C, C2C—is in large part driven by digital. This digital transformation has made the importance of having a strong grounding in the core principles and practices of marketing more essential than ever—the critical cost of entry. This course will provide a thorough best practices marketing foundation brought to life through the lens and practice of doing business in the digital era.

COURSE DESCRIPTION

This course will provide an understanding of how to most effectively plan and develop an Omni-Channel Marketing Communications Program in today's digitally transformed business environment. The course will examine the dynamics and implications of today's fast moving digital landscape and its influence on business practices and communications strategies. Students will be provided with a solid grounding and understanding of digital's critical role in creating omni-channel customer experiences.

We will explore best practices and latest trends in digital communications primarily at the strategic level and focus on customer/consumer applications. We will cover a broad range of tactics, including, SEO, SEM, mobile, social media, influencer marketing and more. Overall, this is a digital strategy class rather than an in-depth class on a specific tactics, such as search or website design.

I will bring in subject matter experts to join the class via Zoom. (Current speakers are listed in the syllabus)

COURSE LEARNING OBJECTIVES

The following objectives reflect important skills and marketing knowledge that students will have mastered by the end of the course. They support the *Marshall School of Business Learning Goals*, as found later in this syllabus.

1. Provide a solid foundation in key principles and practices of digital marketing.
2. Demonstrate and how online and offline work together to deliver seamless omni-channel customer experiences.
3. Introduce students to current trends, tactics and applications in digital marketing and where digital is headed in the future.
4. Understanding of how best practice companies are employing digital marketing and applying success metrics.
5. Stimulate critical thinking and analytical skills relative to digital marketing planning.
6. Create a dynamic learning environment of lecture, discussion and hands-on experience

The above will be achieved through use of MARCOM reference books (3), discussion of real-time current events/developments, lectures, industry expert participation, creative discussion sessions, in-class invention sessions, case reviews and creation of a digital communications plan.

COURSE REFERENCE MATERIALS

Available on Amazon and USC Bookstore

There is no traditional textbook assigned for this course. We will use three relevant reference books augmented by analysis and evaluation of real-time marketing programs, current best-

practice white-papers, industry-expert guest lectures, tropical industry analyses and my industry experience. Most readings for this course will be given to you before the scheduled class session on a given topic. In essence, we'll create our own "textbook" together.

Suggested Reference Books/Materials

- Solis, Brian (2015) *X: The Experience When Business Meets Design*, Wiley <https://amzn.to/37v4OYi>
- Wasiak, Hank (2021) *From Mad Man to Happy Farmer*, W. Brand Publishing <https://amzn.to/37ChM6J>
- Hasen, Jeff (2019) *The Art of Digital Persuasion*, Amazon <https://amzn.to/2KF9P7H>

All students must read Mary Meeker's 2019 *Internet Trends Report* (read online or download [here](#)).

SOCIAL MEDIA PARTICIPATION

Each student should have active Twitter, Facebook, Instagram, TikTok, and be registered on LinkedIn. Students must immerse themselves in today's digital communications platforms and tools.

Students are required to actively participate in our MKT 556 Class Twitter Newsroom and posting activity will be a factor in the Class Participation grade.

Each student must have an active Twitter account:

1. Follow me @hankwasiak
2. Follow/monitor #hwusc and post relevant content to discuss in class using #hwusc.
3. Each class will begin with a discussion of selected newsroom content posted by students. (More information to follow.)

RECOMMENDED ADDITIONAL READINGS

- *Advertising Age, Adweek, Mashable, Tech Crunch*
- **Selected Blogs and RSS Feeds**
The Marketing Analytics Intersect (Avinash Kaushik) <https://bit.ly/3vW3NBT>
Think With Google Newsletter <https://bit.ly/3htv8aL>
Digiday Newsletter <https://bit.ly/3y18e04>
- Access to Marshall Library's databases and resources.

PREREQUISITES AND RECOMMENDED PREPARATION

- **Prerequisites:** 1 from ([GSBA 509](#) or [GSBA 509A](#) or [GSBA 528](#))
- **Blackboard:** Review the lecture slides (posted prior to each class) ahead of time. Also, asynchronous content will be posted prior to some scheduled class (white papers, videos, articles, mini-cases) and will be discussed in class.
- **Stay Current:** Subscribe to RSS feeds featuring latest digital marketing practices

BLACKBOARD

All course content will be added to Blackboard (<https://blackboard.usc.edu>) as the class progresses. In addition, all course assignments will be posted under “Assignments” on Blackboard for reference. I will also curate content folders on Blackboard containing informative articles, white papers, etc. to supplement class material and for future reference by students.

Slides for each session will be available on Blackboard prior to class.

Please contact x03000 (Marshall Help Desk) if you do not know your USC account name and password or if you have any trouble accessing material from this class. If you have any questions or need assistance with the Blackboard Course Pages, please contact the Marshall Help Desk at 213-740-3000 or HelpDesk@marshall.usc.edu.

ATTENDANCE POLICY

Your ability to benefit from the course and contribute to the class is dependent upon your attendance—live and/or asynchronously.

Each student is expected to attend and actively participate in EVERY class in a positive and respectful discussion via verbally, using Zoom’s chat function, and posting to the class twitter newsroom (#hwusc).

The quality and quantity of activity will be factored into the Class Participation grade. Also, if students have questions about any of the lecture material, please contact me for discussion and clarification

ZOOM REQUIREMENTS

- This class will be taught exclusively on Zoom and the sessions will be recorded for those in time zones in which their local time is outside of “reasonable learning hours” of 7:00 AM to 10:00 PM.
- Students are to use their full names on Zoom.
- Students are required to be logged in for the entirety of each session and to have their cameras turned on (you may use a virtual background as long as it is not inappropriate).
- Students are required to be 100% engaged and not to be multitasking with diversions on any social media or assignments for other classes.
- To help inspire engagement, students may be randomly called upon, will be required to participate in polls, chat, breakout rooms, and to provide reactions to marketing content such as commercials/videos. Quantity/quality of contributions counts toward participation.
- The chat function is for use when communicating to me or everyone; no private chat is allowed.
- Mute microphone when not speaking.
- If you have technical issues, contact support at HelpDesk@marshall.usc.edu or 1-213-740-3000.

All class information and slides will be posted to Blackboard and class lectures/discussion will be recorded via Zoom for future reference.

COURSE INFORMATION: GRADING, ASSIGNMENTS, AND SCHEDULE

Final grades represent how you perform in the class relative to other students. Your grade will not be based on a mandated target or curve, but rather on your performance. Three items are considered when assigning final grades:

1. Your average weighted score as a percentage of the available points for all assignments (the points you receive divided by the number of points possible).
2. The overall average percentage score within the class.
3. Your ranking among all students in the class.

Combined, these have a total of 400 points possible, as shown below:

<u>Assignments</u>	Type	Total Points	% of Grade	Due Date
Class Participation	Individual	40	10%	See Calendar
1 Invention Session	Teams	60	15%	See Calendar
1 Test	Individual	160	40%	See Calendar
Team MARCOM Plan	Formal Teams	140	35%	See Calendar
TOTAL		400	100%	

The Marshall School of Business Learning Goals

Emphasis will be placed on the USC Marshall School of Business learning goals as follows:

Goal	Description	Course Emphasis
1	Our graduates will understand types of markets and key business areas and their interaction to effectively manage different types of enterprises.	Moderate
2	Our graduates will develop a global business perspective. They will understand how local, regional, and international markets, and economic, social, and cultural issues impact business decisions so as to anticipate new opportunities in any marketplace.	Moderate
3	Our graduates will demonstrate critical thinking skills so as to become future-oriented decision makers, problem-solvers, and innovators.	High

4	Our graduates will develop people and leadership skills to promote their effectiveness as business managers and leaders.	High
5	Our graduates will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society.	High
6	Our graduates will be effective communicators to facilitate information flow in organizational, social, and intercultural contexts.	High

Course Calendar/Class Sessions

Please refer to the Course Calendar below or click on the hyperlink.

Assignment Submission Policy

- All assignments (exams, projects, presentations) are due on the date assigned, before class starts, in the specified format(s).
- Assignments received after class starts, but before the end of the class period, will be penalized 10%.
- Assignments received after class, but on the same day (by 11:59 PM PT), will be penalized 20%.
- Late assignments after this point will be accepted if submitted before the next scheduled class period or within 48 hours of the due date with a 30% penalty.

ASSIGNMENT OVERVIEW

CLASS PARTICIPATION (40 pts / 10% of grade)

Each student is expected to attend and actively participate in every class in a positive and respectful discussion via verbally, using Zoom’s chat function and being actively engaged in posting and commenting on the class Twitter newsroom (#hwusc). Your participation score will take into account the quality and quantity of all of the above.

NOTE: For students who live in time zones that are make the live class (6:00 to 7:50 PM U.S. Pacific Time) outside the “reasonable learning hours” of 7:00 AM to 10:00 PM in their locale, participation can be achieve by sending a short email that comments on an interesting aspect of each lecture and/or posting on the class Twitter newsroom (#hwusc). Class contribution will be assessed based on the relevance, depth, and consistency of participation.

1 TEAM INVENTION SESSIONS (60 points / 15% of grade) (6/23)

Students will be placed into “Marketing Consulting Teams” in a group comprised of 6 students per team. The teams will tackle 1 creative digital marketing challenge based upon the previous lectures. These sessions are designed to be concentrated work session with intense ideation.

The invention session will be completed in-class so that students do not have to arrange out-of-class meetings. A brief presentation of team "solutions" and recommendations will occur at the end of class and a discussion will follow. I will provide any needed materials/forms. A student must be present to be awarded points given to his or her ad hoc team, so please make sure you are in class that day. Students with time zone challenges should make a special effort to attend the class "live" for that day. If this presents a severe hardship for any student, please let me know and we will make other accommodations for your participation.

1 EXAM (160 points / 40% of grade) (Final Day of Class 8/4)

There will be one exam during this course worth 160 points, representing 40% of your total grade. The test will primarily focus on material covered in class lectures and in-class exercises. Students are expected to take tests at the scheduled time. Consistent with University policy, makeup tests will be given only to students who have written proof of illness or other emergencies. If you cannot take a scheduled test due to an official University activity, it is your responsibility to let me know at least one week prior to the scheduled test and have official documentation. If you fail to attend a test without prior notice and without a medical or other emergency excuse, you will receive a grade of zero for that test.

FORMAL TEAM DIGITAL MARKETING COMMUNICATIONS PLAN FINAL PROJECT (140 points / 35% of grade) (7/28)

This project is the formal team's effort to use the digital marketing principles discussed throughout the semester to develop a comprehensive marketing communications program. Full details will be provided in a separate assignment briefing document. This will include two components:

1. **Executive Summary** A typed written one-page paper single spaced that provides highlights of the category, strategy, target audience, benefit to be delivered via the product/service components, and the financial implications. Basically, this is the topline for the CEO.
2. **Annotated Power Point + Presentation**: Deck to be delivered in a live 15-minute presentation via pre-recorded video that should include the "script" and/or amplification for each slide in the notes and can reference additional material included in the appendix.

The Executive Summary, Power Point deck, and presentation will be graded and contribute to the overall final project grade.

CLASS NOTES & MATERIALS POLICY

Notes or recordings made by students based on a university class or lecture may only be made for purposes of individual or group study, or for other non-commercial purposes that reasonably

arise from the student's membership in the class or attendance at the university. This restriction also applies to any information distributed, disseminated, or in any way displayed for use in relationship to the class, whether obtained in class, via email, or otherwise on the Internet, or via any other medium. Actions in violation of this policy constitute a violation of the Student Conduct Code and may subject an individual or entity to university discipline and/or legal proceedings.

No recording and copyright notice. No student may record any lecture, class discussion or meeting with me without my prior express written permission. The word "record" or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated or retransmitted whether by an electro-mechanical, analog, digital, wire, electronic, or other device or any other means of signal encoding. I reserve all rights, including copyright, to my lectures, course syllabi and related materials, including in class exercises and worksheets, study guides, summaries, PowerPoint's, case paper questions and analysis, project formats, prior exams, answer keys, and all supplementary course materials available to the students enrolled in my class whether posted on Blackboard or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites. Exceptions are made during the semester only for students who have made prior arrangements with DSP and me.

ADDITIONAL INFORMATION

Add/Drop Process

If you are absent six or more times prior to the last day to withdraw from a course with a grade of "W," I may ask you to withdraw from the class by that date. These policies maintain professionalism and ensure a system that is fair to all students.

Retention of Graded Coursework

Final exams and all other graded work which affect the course grade will be retained for one year after the end of the course *if* the graded work has not been returned to the student (i.e., if I returned a graded paper to you, it is your responsibility to file it, not mine).

Technology Policy: Important. Be "Present" In Class.

Laptop and Internet usage is not permitted during academic or professional sessions unless otherwise stated by the respective professor and/or staff. Use of other personal communication devices, such as cell phones, is considered unprofessional and is not permitted during academic or professional sessions. ANY e-devices (cell phones, PDAs, I-Phones, Blackberries, other texting devices, laptops, I-pods) must be completely turned off during class time. Upon request, you must comply and put your device on the table in off mode and FACE DOWN. You might also be asked to deposit your devices in a designated area in the classroom. Videotaping faculty lectures is not permitted due to copyright infringement regulations. Audiotaping may be permitted if approved by the professor. Use of any recorded or distributed material is reserved exclusively for the USC students registered in this class.

USC STATEMENT ON ACADEMIC CONDUCTION 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” <https://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>.

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/>

The Office of Disability Services and Programs

Provides certification for students with disabilities and helps arrange relevant accommodations.

<dsp.usc.edu>

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

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.

Emergency Preparedness/Course Continuity

In case of a declared emergency if travel to campus is not feasible, the *USC Emergency Information* web site (<http://emergency.usc.edu/>) will provide safety and other information, including electronic means by which instructors will conduct class using a combination of USC's Blackboard learning management system (blackboard.usc.edu), teleconferencing, and other technologies

Course Advisory

Students need to be flexible and open to the learning process. Additional readings and/or assignments may be added at the discretion of the professor. Furthermore, unforeseen circumstances may arise which mandate changes in the content and/or structure of the course.

COURSE CALENDAR/CLASS SESSIONS*

The following class schedule provides the thought flow and topic agenda for the course. The course will draw heavily on real time events to add texture and practical application learning. It is likely that the schedule could change and topics rearranged subject to class discussions and speaker availability.

Almost all of the classes will be a hybrid format – synchronous class session with asynchronous lecture material (pre-recorded video/PDF/content links) provided in advance of the class. **This**

content will be used for class discussion/work sessions/breakout rooms, etc. so it is important that you view and absorb the asynchronous materials before class.

You will get the most out of this course if you stay current, immerse yourself in the internet, digital tools and participate in class discussions. The detailed course calendar follows.

**All details in this schedule are subject to change with adequate notice.*

Date	Topic	<u>Reading/Material</u>	Deliverables
5/26	Class Introduction. Digital Transformation of Business. Foundation – Modern Marketing Core.		
6/2	The Consumer North Star. Delivering Value, Values and Veracity. Consumer/Customer Personas. Power of Personalization.	Guest Speaker: Shirin Laor-Raz Salemnia http://www.shirinlaorrazsalemnia.com/	Project Teams Identified
6/9	Transformed Path to Purchase. From Funnel to Omni-channel Experiences. Mobile First Marketing. E-commerce. Web sites and Landing Page Optimization.		
6/16	Data Driven Marketing Analytics. Search Engine Optimization (SEO) Search. Engine Marketing (SEM). Attribution Models.	Guest Speaker: Jeff Hasen Sinch; Dir. Content & Comm. https://bit.ly/3bkwrom	
6/23	In Class Invention Session Presentation. Discussion.		Team Invention Session
6/30	Brand Marketing Content. Content Creation. Contact Plan/Digital Media. Video Imperative/CTV/OTT.	Guest Speaker: Kevin Allen Founder, EI Games https://www.eigames.com/	

7/7	Social Media Marketing. Building Communities. Social Listening. Influencer Marketing.		
7/14	Social Media. Gamification. Email. Digital Transformation of Public Relations.		
7/21	Anatomy of Successful/Award Winning. Digital Campaigns. Ethical Considerations, CSR & Power of Purpose. Digital Next.	Guest Speaker Gregg Wasiak Concept Farm https://www.conceptfarm.com/	
7/28	Team Project Presentations.		Team Project Submission
8/4	FINAL EXAM Class Wrap Up		Final Exam

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