

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. In short, you will learn everything you need to know to become a marketing guru for your own project/startup - or build a solid backbone for a career in digital marketing/entrepreneurship using the hands-on skills taught in this class. 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:

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

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 in Slack.

For non-course questions or prospective students:
Email: leimgrub@usc.edu

Office Hours: Wednesdays 12:00 – 1:55pm. Appointments must be made via Slack

Graders/TAs: Erina Widjaja, Gabrielle Sinacola

Lecture: Mondays & Wednesdays 2:00 - 3:50 pm, KAP 267 & Virtual

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 Text: 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 Text: Hacking Growth, Sean Ellis
<https://www.amazon.com/Hacking-Growth-Fastest-Growing-Companies-Breakout/dp/045149721X>

Running Lean, 2nd Edition © 2012, Ash Maurya, O'Reilly, 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>

Software/Services:

Google Analytics and related tools are the de facto industry standard for understanding digital engagement with audiences.



We have arranged for access to the highest tier of Moz Professional. Moz Professional is the leading search engine research and marketing tool used across 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.



Hootsuite is a social media management system that keeps track and manages your full social network channels.

You will 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.



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:

Homework = 100 points // 40.00%

Exams = 70 points // 28.00%

Presentation 1 = 30 points // 12.00%

Final Presentation = 50 points // 20.00%

TOTAL POSSIBLE = 250 Points

There is no curving. Students will receive the grades that they earn. The total points divided by 2 is the final grade % 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	70-72%	C-
90-92%	A-	69%	D+
87-89%	B+	67-68%	D
83-86%	B	66%	D-
80-82%	B-	65% and below	F
77-79%	C+		
73-76%	C		

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, post it in Slack or email 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.

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.

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/departments/departments-public-safety/online-forms/contact-us>. This is important for the safety of the 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.

Week	Date	Format	Lecture	About The Lecture	Assignment	Due Date	Points	HW
Week 1	8/23	On Site (In Class)	Introduction to ITP 476	- Intro to Professor PJ: Background, History - Small Business vs. Startup Examples				
	8/25	Remote	Startups: Lean Startup Methodology	- Idea Stage - "Wouldn't It Be Cool If...?" - Validating The Idea - Customer Development - Stages of Startups (Angel, Seed, Series A, Growth, Maturity) - Building A Company - Founding Team, Engineers, Early Hires, Advisors				
Week 2	8/30	On Site (In Class)	The Startup Landscape	- How To Use Crunchbase Pro & LinkedIn - Separating Companies by Stage/Vertical - How To Find Opportunities: (New Customers, New Clients, Internships) - Dive into validating an idea, creating a customer advisory board - Competitor Research				
	9/1	Remote	Project Introduction	Introduce Group Project: Team Size, Company Requirements, Deliverables	Begin Selecting Project Teams & Company	Due: 9/13 IN CLASS		
Week 3	9/6		NO CLASS - Labor Day					
	9/8	On Site (In Class)	Introduction To Search Engine Optimization	- History of SEO / Overview of Search Engines - Technical SEO - On Page Optimization - Keyword Research - Google Search Console	Moz Scavenger Hunt	Due: 9/15 11:59PM	15	1
Week 4	9/13	Remote	Search Engine Optimization Part 2	- Project Team Sign-up - Local SEO - Search Engine Algorithm - Importance of Content/Keywords	Finalize Project Teams & Company			
	9/15	On Site (In Class)	Google Analytics	- Presentation 1 Deliverables - Overview of Google Analytics - Walkthrough of Setting Up GA - Key Features of the Software - Setting Up Tracking/UTMs	Google Analytics Certification	Due: 9/22 11:59PM	10	2
Week 5	9/20	Remote	Content Marketing Part 1 - Internal Content Strategy	- Importance of Content For SEO - Ideas/Topics For Content Strategy - Creating/Managing A Blog - Using The Blog To Generate Search Engine Clicks				
	9/22	On Site (In Class)	Content Marketing Part 2 - External Content, Press/PR	- Introduction into Link Building - Getting Guest Posts, Guest Authorship - Hands On: Using Google to find guest author opportunities. - Press & Organic Media Mentions - Hands On: HARO, Buzzsumo - Hands On: Looking at competitor sites - Creating A Media Kit - Outreach Strategies For Press/PR/Backlinks	Create a Media Kit & Outreach List	Due: 9/29 11:59PM	15	3
Week 6	9/27	On Site (In Class)	Project Day: Group Work					
	9/29	Remote	NeoReach SEO Strategy & Keyword Rankings	- Real life example of everything learned up till this point. - How to optimize efforts once the site has meaningful traffic.	Write (2) Blog Posts (Select From List Of Topics/Companies)	Due: 10/06 11:59PM	20	4
Week 7	10/4	Remote	Midterm Review					
	10/6	On Site (In Class)	Midterm Exam				50	Exam 1

****Post midterm schedule continued on the next page****

Week 8	10/11	On Site (In Class)	Exam Recap & Group Work					
	10/13	On Site (In Class)	Project Presentation #1		Presentation: Team & Company Overview	Presentation: Team & Company: Present the company you are working for, target market, competitor research, overview of marketing strategy & plan.	30	
Week 9	10/18	On Site (In Class)	Influencer Marketing	<ul style="list-style-type: none"> - Introduction to Influencer Marketing - Types of Influencer Marketing Campaigns - Examples of Sponsored Posts on Major Social Channels - TikTok, Instagram Stories/Feed Posts, YouTube 				
	10/20	Remote	Hands On Influencer Marketing Strategies	<ul style="list-style-type: none"> - How To Create A Campaign For A Brand/Client - Finding/Evaluating Influencers - Engagement Rate - Pricing/Activating Influencers - Executing A Campaign Start-To-Finish 	Create Influencer List of 10 Creators	Due: 10/27 11:59PM	10	5
Week 10	10/25	TBD	OPEN DAY (TBD)					
	10/27	Remote	Social Media	<ul style="list-style-type: none"> - Final Project Presentation Deliverables - Creating A Social Strategy For A Brand - Hands On: Using Canva & Available Resources - Zoom In On: Twitter, LinkedIn, IG - When To Post - Additional Creative Strategies: How Nectar built a brand through TikTok and Community App 	Hootsuite Certification	Due: 11/3 11:59PM	15	6
Week 11	11/1	Remote	Paid Social	<ul style="list-style-type: none"> - Facebook Ads - Instagram Ads - Tracking in Google Analytics 				
	11/3	On Site (In Class)	Landing Pages	<ul style="list-style-type: none"> - Landing Page vs. Website - Using Landing Pages to Drive Conversion - Conversion Optimization 	Design Social Media Assets: Using Canva (or any tool you'd like) Create social media assets for the brands page. Create (1) Facebook/IG Ad, (3) IG Story Posts, (1) Sponsored TikTok (or IG Video)	Due: 11/10 11:59PM	15	7
Week 12	11/8	Remote	Digital Marketing Checklist	<ul style="list-style-type: none"> - Digital Marketing Tools/Resources Google Sheet - Final Presentation Rubric & Expectations 				
	11/10	On Site (In Class)	Project Day / Group Work					
Week 13	11/15	Remote	Exam 2			Due: 11/15 11:59PM	20	E2
	11/17	On Site (In Class)	Exam Recap / Personal Growth					
Week 14	11/22	TBD	OPEN DAY (TBD)					
	11/24		NO CLASS - Thanksgiving Holiday					
Week 15	11/29	On Site (In Class)	Final Project Presentations				50	
	12/1	On Site (In Class)	Final Project Presentations					
Exam Time	12/10		Friday, December 10 2 - 4 p.m.					