

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, search engines, social networks, communities, search engines, email and websites) 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 digital marketing, growth hacking.
 2. Provide students with a basic understanding of the new media technologies influencing current marketing practices - topics include Search Engine Optimization, Analytics, Content Strategy, Influencer Marketing, Social Media, Email and various tools and software.
 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

Lecture: Mondays & Wednesdays 2:00 - 3:50 pm, CPA 256 & 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'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>

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/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/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.

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

[Click Here](#) to View on Google Sheets

Week	Date	Location	Lecture	About The Lecture	Assignment	Due Date	Points	HW
Week 1	8/22	RTH 217	Introduction to ITP 476	- Intro to Professor PJ: Background, History - Small Business vs. Startup Examples				
	8/24	RTH 217	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				
	8/29	Virtual	Project Introduction	Introduce Group Project: Team Size, Company Requirements, Deliverables	Begin Selecting Project Teams & Company			
Week 2	8/31	RTH 217	Startups: Competitor Research, Understanding A Target Market, Idea Validation	- 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				
Week 3	9/5		NO CLASS - LABOR DAY	NO CLASS - LABOR DAY				
	9/7	RTH 217	Search Engine Optimization Part 1	- History of SEO / Overview of Search Engines - Technical SEO - On Page Optimization - Keyword Research - Google Search Console	Learn SEO Tools: Moz Scavenger Hunt	Due 9/14 11:59PM	15	1
Week 4	9/12	Virtual	Search Engine Optimization Part 2	- Project Team Sign-up - Local SEO - Search Engine Algorithm - Importance of Content/Keywords	Finalize Project Teams & Company			
	9/14	Virtual	HANDS ON: SEO Tools, Software and Reporting	Hands on with SEO Tools: MOZ, Screaming Frog SEO Spider, SEMRush, Majestic, Google Sheets				
Week 5	9/19	Virtual	GROUP PROJECT WORK DAY	Presentation 1 Deliverables				
	9/21	Virtual	Google Analytics	- Overview of Google Analytics - Walkthrough of Setting Up GA - Key Features of the Software - Setting Up Tracking/UTMs	Google Analytics Certification	Due: 9/28 11:59PM	15	2
Week 6	9/26	RTH 217	Content Marketing: Part 1	- Importance of Content For SEO - Ideas/Topics For Content Strategy - Creating/Managing A Blog - Using The Blog To Generate Search Engine Clicks - Introduction into Link Building - Getting Guest Posts, Guest Authorship - Hands On: Using Google to find guest author opportunities. - Press & Organic Media Mentions	Write (2) Blog Posts (Select From List Of Topics/Companies)	Due 10/03 11:59 PM	20	3
	9/28	RTH 217	Content Marketing: Part 2	- Hands On: HARO, Buzzsumo - Hands On: Looking at competitor sites - Real life example of everything learned up till this point. - How to optimize efforts once the site has meaningful traffic.				
Week 7	10/3	RTH 217	Press/PR & Copywriting	- Creating A Media Kit - Writing great branded content - Outreach Strategies For Press/PR/Backlinks	Create a Media Kit For Your Brand/Company	Due 10/10 11:59 PM	15	4

	10/5	RTH 217	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 8	10/10	Virtual	EXAM REVIEW	Overflow slots if we are unable to get through all presentations. Review materials and prepare for Exam 1.					
	10/12	RTH 217	EXAM 1					50	EXAM 1
Week 9	10/17	Virtual	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 	<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 	Create Influencer List of 20 Creators	Due: 10/24 11:59PM	15	5
	10/19	TBD	GUEST SPEAKER - Influencer Marketing Expert Panel	I will be bringing in (3) Influencer Marketing industry professionals who have worked hands-on with brands and major content creators. Discussions will be about outreaching to creators, pricing, activation, building strategies for brands, and reviewing actual case studies from Fortune 500 brands.					
Week 10	10/24	RTH 217	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 - Hands on with Tensor Social (Influencer Research Tool) 					
	10/26	RTH 217	Social Media Strategies	<ul style="list-style-type: none"> - Creating A Social Strategy For A Brand - Hands On: Using Canva & Available Resources - Zoom In On: Twitter, LinkedIn, IG - When To Post - Tracking in Google Analytics 		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: 11/2 11:59PM	20	6
Week 11	10/31	Virtual	Guest Speaker: Paid Social Strategies	<ul style="list-style-type: none"> - Guest: Industry Expert Professional - A deep dive into Facebook / IG Ads - Whitelisting (Boosting Posts) - How to set up the perfect ad campaign - Tracking results & measuring success 					
	11/2	Virtual	GROUP PROJECT WORK DAY	Final Presentation Rubric & Expectations					
Week 12	11/7	RTH 217	Email Marketing: Outreach, Automation & Mailing Lists	<ul style="list-style-type: none"> - Create an Email Newsletter - Using Email For Mass Outreach/Sales Prospecting - Hands on with Streak, Reply.io, and Mailchimp 					
	11/9	RTH 217	Landing Pages	<ul style="list-style-type: none"> - The anatomy of a "perfect" landing page. - Copywriting - Landing Page vs. Website - Using Landing Pages to Drive Conversion - Conversion Optimization" 					
Week 13	11/14	RTH 217	Surprise Topic (TBD)						
	11/16	Virtual	Group Work Day - Prepare for Final Presentation	Final Presentation Rubric & Expectations					
Week 14	11/21	RTH 217	Exam 2					20	EXAM 2
	11/23		NO CLASS - Thanksgiving	NO CLASS - Thanksgiving					

Week 15	11/28	RTH 217	Digital Marketing Checklist Class Wrap Up	Tying it all together. Putting all of the strategies we learned in class into an actionable playbook you can take with you for the rest of your career.				
Final Presentation	11/30	RTH 217	Final Presentation Day (Option 1)				50	
Final Presentation	12/9	TBD	Final Presentation Day (Option 2): 2:00-4:00 PM					
						TOTAL POINTS:	250	
						Homework	100	40%
						Exams	70	28%
						Presentation 1	30	12%
						Final Presentation	50	20%
						Total Points	250	100%