

# Technologies for Interactive Marketing

ITP 476 (4 Units)

Spring 2023

## 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 the 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, and 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.

**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](mailto: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/>.

**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 academy**

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
- 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
- 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+.

**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](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.

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

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

| Week   | Date | Format              | Lecture                                                       | About The Lecture                                                                                                                                                                                                                                                                                                                             | Assignment                                                  | Due Date           | Points | HW |
|--------|------|---------------------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|--------------------|--------|----|
| Week 1 | 1/9  | In Person - CPA 256 | Introduction to ITP 476                                       | - Intro to Professor PJ: Background, History<br>- Small Business vs. Startup Examples                                                                                                                                                                                                                                                         |                                                             |                    |        |    |
|        | 1/11 | In Person - CPA 256 | Startups: Lean Startup Methodology                            | - Idea Stage - "Wouldn't It Be Cool If...?"<br>- Validating The Idea - Customer Development<br>- Stages of Startups (Angel, Seed, Series A, Growth, Maturity)<br>- Building A Company<br>- Founding Team, Engineers, Early Hires, Advisors                                                                                                    |                                                             |                    |        |    |
| Week 2 | 1/16 | NO CLASS            |                                                               |                                                                                                                                                                                                                                                                                                                                               |                                                             |                    |        |    |
|        | 1/18 | Remote - Zoom       | Project Introduction<br><br>The Startup Landscape             | Introduce Group Project: Team Size, Company Requirements, Deliverables<br><br>- How To Use Crunchbase Pro & LinkedIn<br>- Separating Companies by Stage/Vertical<br>- How To Find Opportunities: (New Customers, New Clients, Internships)<br>- Dive into validating an idea, creating a customer advisory board<br>- Competitor Research     | Begin Selecting Project Teams & Company                     |                    |        |    |
| Week 3 | 1/23 | In Person - CPA 256 | Search Engine Optimization - Part 1                           | - History of SEO / Overview of Search Engines<br>- Technical SEO - On Page Optimization<br>- Keyword Research<br>- Google Search Console                                                                                                                                                                                                      | Learn SEO Tools: Moz Scavenger Hunt                         | Due 2/2 11:59PM    | 15     | 1  |
|        | 1/25 | In Person - CPA 256 | Search Engine Optimization - Part 2                           | - Project Team Sign-up<br>- Search Engine Algorithm<br>- Importance of Content/Keywords                                                                                                                                                                                                                                                       | Finalize Project Teams & Company                            |                    |        |    |
| Week 4 | 1/30 | Remote - Zoom       | HANDS ON: SEO Tools, Software and Reporting                   | Hands on with SEO Tools: MOZ, Screaming Frog SEO Spider, SEMRush, Majestic, Google Sheets                                                                                                                                                                                                                                                     |                                                             |                    |        |    |
|        | 2/1  | In Person - CPA 256 | GROUP PROJECT WORK DAY                                        | Presentation 1 Deliverables                                                                                                                                                                                                                                                                                                                   |                                                             |                    |        |    |
| Week 5 | 2/6  | Remote - Zoom       | Keyword Research, Local SEO, Google Search Console            | - Overview of Google Search Console<br>- Keyword Research<br>- Importance of Local SEO (NAP Consistency, Local Listings, Reviews, ETC)                                                                                                                                                                                                        |                                                             |                    |        |    |
|        | 2/8  | Remote - Zoom       | Google Analytics                                              | - Overview of Google Analytics<br>- Walkthrough of Setting Up GA<br>- Key Features of the Software<br>- Setting Up Tracking/UTMs                                                                                                                                                                                                              | Google Analytics Certification                              | Due: 2/16 11:59PM  | 10     | 2  |
| Week 6 | 2/13 | In Person - CPA 256 | Content Marketing, Link Building, and Organic PR - PART 1     | - Importance of Content For SEO<br>- Ideas/Topics For Content Strategy<br>- Creating/Managing A Blog<br>- Using The Blog To Generate Search Engine Clicks<br>- Introduction into Link Building<br>- Getting Guest Posts, Guest Authorship<br>- Hands On: Using Google to find guest author opportunities.<br>- Press & Organic Media Mentions | Create a Media Kit For Your Brand/Company                   | Due 2/21 11:59 PM  | 15     | 3  |
|        | 2/15 | In Person - CPA 256 | Content Marketing, Link Building, and Organic PR - PART 2     | - Hands On: HARO, Buzzsumo<br>- Hands On: Looking at competitor sites<br>- Creating A Media Kit<br>- Outreach Strategies For Press/PR/Backlinks<br>- Real life example of everything learned up till this point.<br>- How to optimize efforts once the site has meaningful traffic.                                                           |                                                             |                    |        |    |
| Week 7 | 2/20 | NO CLASS            | NO CLASS - Presidents Day                                     |                                                                                                                                                                                                                                                                                                                                               |                                                             |                    |        |    |
|        | 2/22 | Remote - Zoom       | Appying Everything We Learned So Far - Real Life Application! | Tying it all together - Google Analytics, Keyword Research, SEO Execution & Reporting                                                                                                                                                                                                                                                         | Write (2) Blog Posts (Select From List Of Topics/Companies) | Due 03/02 11:59 PM | 20     | 4  |

|                    |      |                     |                                                 |                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                    |                                                                                                                                                   |    |        |
|--------------------|------|---------------------|-------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|----|--------|
| Week 8             | 2/27 | Remote - Zoom       | Exam Review & Group Project Work Day            |                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                    |                                                                                                                                                   |    |        |
|                    | 3/1  | In Person - CPA 256 | GROUP PROJECT WORK DAY                          | Prepare for Presentation #1                                                                                                                                                                                                                                          |                                                                                                                                                                                                    |                                                                                                                                                   |    |        |
| Week 9             | 3/6  | In Person - CPA 256 | 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 |        |
|                    | 3/8  | In Person -         | EXAM 1                                          |                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                    |                                                                                                                                                   | 50 | EXAM 1 |
| Week 10            | 3/13 | SPRING BREAK        |                                                 |                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                    |                                                                                                                                                   |    |        |
|                    | 3/15 | SPRING BREAK        |                                                 |                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                    |                                                                                                                                                   |    |        |
| Week 11            | 3/20 | In Person - CPA 256 | Influencer Marketing                            | <ul style="list-style-type: none"> <li>- Introduction to Influencer Marketing</li> <li>- Types of Influencer Marketing Campaigns</li> <li>- Examples of Sponsored Posts on Major Social Channels</li> <li>- TikTok, Instagram Stories/Feed Posts, YouTube</li> </ul> |                                                                                                                                                                                                    |                                                                                                                                                   |    |        |
|                    | 3/22 | In Person - CPA 256 | Hands On Influencer Marketing Strategies        | <ul style="list-style-type: none"> <li>- How To Create A Campaign For A Brand/Client</li> <li>- Finding/Evaluating Influencers</li> <li>- Engagement Rate</li> <li>- Pricing/Activating Influencers</li> <li>- Executing A Campaign Start-To-Finish</li> </ul>       | Create Influencer List of 20 Creators                                                                                                                                                              | Due: 03/30 11:59PM                                                                                                                                | 10 | 5      |
| Week 12            | 3/27 | Remote - Zoom       | HOLD FOR GUEST SPEAKER                          |                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                    |                                                                                                                                                   |    |        |
|                    | 3/29 | Remote - Zoom       | GROUP PROJECT WORK DAY                          | Final Presentation Rubric & Expectations                                                                                                                                                                                                                             |                                                                                                                                                                                                    |                                                                                                                                                   |    |        |
| Week 13            | 4/3  | In Person - CPA 256 | Social Media Strategies                         | <ul style="list-style-type: none"> <li>- Creating A Social Strategy For A Brand</li> <li>- Hands On: Using Canva &amp; Available Resources</li> <li>- Zoom In On: Twitter, LinkedIn, IG</li> <li>- When To Post</li> <li>- Tracking in Google Analytics</li> </ul>   | 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: 4/11 11:59PM                                                                                                                                 | 10 | 6      |
|                    | 4/5  | In Person - CPA 256 | Paid Social Strategies / Paid Ads               | <ul style="list-style-type: none"> <li>- Facebook / IG Ads</li> <li>- AdWords/AdSense (Google)</li> <li>-</li> </ul>                                                                                                                                                 |                                                                                                                                                                                                    |                                                                                                                                                   |    |        |
| Week 14            | 4/10 | TBD                 | Landing Pages                                   | <ul style="list-style-type: none"> <li>- Landing Page vs. Website</li> <li>- Using Landing Pages to Drive Conversion</li> <li>- Conversion Optimization</li> </ul>                                                                                                   | Hootsuite Certification                                                                                                                                                                            | Due: 4/18 11:59PM                                                                                                                                 | 20 | 7      |
|                    | 4/12 | TBD                 | Email Marketing                                 | <ul style="list-style-type: none"> <li>- Create an Email Newsletter</li> <li>- Using Email For Mass Outreach/Sales Prospecting</li> <li>- Hands on with Streak, <a href="#">Reply.io</a>, and Mailchimp</li> </ul>                                                   |                                                                                                                                                                                                    |                                                                                                                                                   |    |        |
| Week 15            | 4/17 | TBD                 | Digital Marketing Checklist                     | Tying it all together - Google Analytics, Keyword Research, SEO Execution & Reporting, Content Marketing, PR, Social Media, Influencer Marketing, Landing Pages and Email                                                                                            |                                                                                                                                                                                                    |                                                                                                                                                   |    |        |
|                    | 4/19 | TBD                 | Exam 2                                          |                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                    |                                                                                                                                                   | 20 | EXAM 2 |
| Week 16            | 4/24 | In Person - CPA 256 | Group Work Day - Prepare for Final Presentation | Final Presentation Rubric & Expectations                                                                                                                                                                                                                             |                                                                                                                                                                                                    |                                                                                                                                                   |    |        |
| Final Presentation | 4/26 | In Person - CPA 256 | Final Presentation Day                          |                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                    |                                                                                                                                                   | 50 |        |
| Final Presentation | 5/8  | Remote - Zoom       | Alternate Final Presentation Day 2:00-4:00 PM   |                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                    |                                                                                                                                                   |    |        |