Technologies for Interactive Marketing

ITP 476 (4 Units)
Fall 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

Office Hours: Wednesdays 12:00 – 1:55pm. Appointments must be made via Slack
Graders/TAs: Lola Malfoud

Lecture: Mondays & Wednesdays 2:00 - 3:50 pm, RTH 115 & 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'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:you to build media lists, distribute press releases, manage PR campaigns, monitor news coverage and analyze results.

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

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

We have arranged for access to the highest tier of Moz Professional. Moz Professional is the leadingYou will be eligible to earn a Hootsuite Certification search engine research and marketing tool usedat no charge. This will be part of your required across all industries.activities for the class.
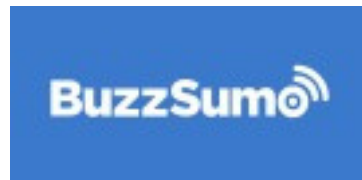
Microsoft Word and Excel will be required to edit worksheets. Powerpoint or Google Slides will be used for presentations. Google Drive is also acceptable.

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).

: 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+.

: To get help on homework, post it in Slack or email me
All assignments must be submitted to Blackboard.

: 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 a 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-appr opriate-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/cont act-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.

Course Schedule:

 Click Here to View on Google Sheets