

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 class and final project, you will drive traffic, engagement, and conversion for a specific project with a real life client to give you hands on working experience and actual tangible resume building skills.

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: Remote - Anytime. Appointments must be made via Slack
Graders/TAs: Lola Malfoud

Lecture: Mondays & Wednesdays 2:00 - 3:50 pm, RTH 115

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:



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 = 50 points // 33.33%
Midterm Exam = 50 points // 33.33%
Presentation 1 = 20 points // 13.33%
Final Presentation = 30 points // 20.00%

TOTAL POSSIBLE = 150 Points

There is no curving. Students will receive the grades that they earn. May be extra credit opportunities throughout the semester.

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/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/academic-support/center-programs/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

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Week	Main Topics/Daily Activities	In-Class Lecture, Exercise and Discussion	Assignments/Papers & Homework	Due Date
Mon, Aug 26 & Wed, Aug 28	Week 1: Introduction to Digital Marketing	Introduction to ITP 476 What is Digital Marketing? Understanding Marketing Funnels. Digital vs. Traditional Marketing. Overview of Key Digital Marketing Channels (SEO, SEM, Social Media, Email Marketing, Content Marketing).		
Mon, Sep 02 (Holiday) & Wed, Sep 04	Week 2: Building a Brand Online	What is Branding in the Digital Age? Crafting a Brand Identity (Logo, Colors, Voice, Mission). Building a Brand Guide for Consistency. Aligning Your Digital Presence with Your Brand.		
Mon, Sep 09 & Wed, Sep 11	Week 3: Website Fundamentals and Optimization	Landing Page Design Essentials. Setting Up and Optimizing a Website. Introduction to UX/UI for Beginners. Web Analytics Basics (Google Analytics).		
Mon, Sep 16 & Wed, Sep 18	Week 4: Search Engine Optimization (SEO)	What is SEO and Why It Matters. Keyword Research and On-Page Optimization. Technical SEO and Site Performance. Link Building and Off-Page SEO Strategies.	HW 1 - SEO	
Mon, Sep 23 & Wed, Sep 25	Week 5: Content Marketing Strategies	Types of Content (Blogs, Videos, Infographics, Podcasts). How to Create a Content Calendar. Repurposing Content Across Platforms. Building Authority and Driving Traffic Through Content.		HW 1 Due Sept 25th at 11:59 PM
Mon, Sep 30 & Wed, Oct 02	Week 6: Press/Media/PR	Focusing on creating branded content and strategies for press and public relations. Creating a media kit for press, blogger or influencer distribution.	HW 2 - Blog & Copywriting	
Mon, Oct 07 & Wed, Oct 09	Week 7: Influencer Marketing and The Creator Economy	What is Influencer Marketing and How to Leverage It. Finding the Right Influencers for Your Brand. Structuring Influencer Deals and Contracts. Building Partnerships for Brand Growth.	HW 3 - Influencer Marketing List Building	HW 2 Due Oct 9th at 11:59PM
Mon, Oct 14 & Wed, Oct 16	Week 8: Exam Review and Presentation # 1			
Mon, Oct 21 & Wed, Oct 23	Week 9: Midterm Exam			

Mon, Oct 28 & Wed, Oct 30	Week 10: Social Media Marketing for Growth	Understanding Different Social Media Platforms. How to Choose the Right Platforms for Your Business. Organic vs. Paid Social Strategies. Engagement and Community Building on Social Media.	HW 4 - Designing Social Media Assets	HW 3 Due Oct 28th at 11:59 PM
Mon, Nov 04 & Wed, Nov 06	Week 11: Paid Advertising Fundamentals (PPC, SEM, and Social Ads)	Introduction to Pay-Per-Click (PPC) Advertising. Meta Ads (Facebook & Instagram) Spark Ads (TikTok) Understanding and Optimizing Ads for ROI.		HW 4 Due Nov 6th at 11:59 PM
Mon, Nov 11 (Holiday) & Wed, Nov 13	Week 12: Email Marketing and Automation	The Role of Email in Digital Marketing. Building and Segmenting Your Email List. How to Write Effective Email Campaigns. Introduction to Email Automation Tools (e.g., Mailchimp, ActiveCampaign).		
Mon, Nov 18 & Wed, Nov 20	Week 13: Data Analytics and Performance Tracking	How to Measure Digital Marketing Success. Key Metrics and KPIs (CTR, Conversion Rate, CPA, ROAS). Google Analytics Deep Dive. A/B Testing for Campaign Optimization.	HW 5 - GA 4 Beginner Certification	
Mon, Nov 25 & Wed, Nov 27 (Holiday)	Week 14: Open Topics	Lecture is reserved for open/special topics		
Mon, Dec 02 & Wed, Dec 04	Week 15: Managing an Integrated Digital Marketing Strategy	Digital Marketing Checklist How to Combine SEO, Content, Social Media, and Ads. Crafting a Cohesive Multi-Channel Campaign. Budgeting for Digital Marketing. Option to present Final Presentation on December 4th, 2024		HW 5 Due Dec 2nd at 11:59 PM
To Be Determined (Finals Week)				

