Technologies for Interactive Marketing
ITP 476 (4 Units)
Spring 2025

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: Mike Lee &

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: Winnie C.

Lecture: Mondays & Wednesdays 2:00 - 3:50 pm, DMC 157

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:

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/148 420266X

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:
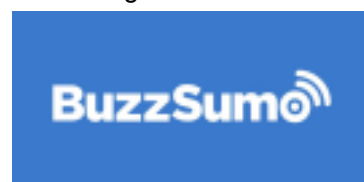http://www.amazon.com/Growth-Hacker-Marketing-Primer-Advertising/dp/159184 7389

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: 60 points (30% of total)
Midterm Exam: 50 points (25% of total)
Presentation 1: 15 points (7.5% of total)
Presentation 2: 25 points (12.5% of total)
Final Presentation: 50 points (25% of total)

TOTAL POSSIBLE = 200 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-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

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Week	Spring 2025 Updated Dates	Main Topics/Daily Activities	In-Class Lecture, Exercise, and Discussion	Assignments/Presentations/Homework
Week 1	Mon, Jan 13, 2025	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).	
Week 1	Wed, Jan 15, 2025	Introduction to Digital Marketing	Continuation of Digital Marketing Overview.	
Week 2	Mon, Jan 20, 2025	No Class	No Class (MLK Holiday)	
Week 2	Wed, Jan 22, 2025	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.	
Week 3	Mon, Jan 27, 2025	Website Fundamentals and Optimization	Landing Page Design Essentials. Setting Up and Optimizing a Website.	
Week 3	Wed, Jan 29, 2025	Website Fundamentals and Optimization	Introduction to UX/UI for Beginners. Web Analytics Basics (Google Analytics).	
Week 4	Mon, Feb 3, 2025	Search Engine Optimization (SEO)	What is SEO and Why It Matters? Keyword Research and On-Page Optimization.	
Week 4	Wed, Feb 5, 2025	Search Engine Optimization (SEO)	Technical SEO and Site Performance.	HW 1 - SEO - Due 11:59 PM PT
Week 5	Mon, Feb 10, 2025	Content Marketing Strategies	Types of Content (Blogs, Videos, Infographics, Podcasts). How to Create a Content Calendar.	
Week 5	Wed, Feb 12, 2025	Presentation #1 - Business & Team		Presentation #1
Week 6	Mon, Feb 17, 2025	No Class	No Class (President's Day)	
Week 6	Wed, Feb 19, 2025	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 - Due 11:59 PT
Week 7	Mon, Feb 24, 2025	Influencer Marketing and Creator Economy	What is Influencer Marketing and How to Leverage It?	

Week 7	Wed, Feb 26, 2025	Influencer Marketing and Creator Economy	Finding the Right Influencers for Your Brand. Structuring Influencer Deals and Contracts.	
Week 8	Mon, Mar 3, 2025	Social Media Marketing for Growth	Influencer Marketing Part 2: Understanding Different Social Media Platforms.	
Week 8	Wed, Mar 5, 2025	Social Media Marketing for Growth	How to Choose the Right Platforms for Your Business. Organic vs. Paid Social Strategies. Engagement and Community Building on Social Media.	HW 3 - Influencer Marketing List Building - Due 11:59 PT
Week 9	Mon, Mar 10, 2025	Presentation #2 - Marketing Strategy	Presentation Review and Peer Feedback.	Presentation #2
Week 9	Wed, Mar 12, 2025	Midterm Exam	Midterm Exam	
Week 10	Mon, Mar 17, 2025	No Class	No Class	
Week 10	Wed, Mar 19, 2025	No Class	No Class	
Week 11	Mon, Mar 24, 2025	Paid Advertising Fundamentals	Introduction to Pay-Per-Click (PPC) Advertising.	
Week 11	Wed, Mar 26, 2025	Paid Advertising Fundamentals	Meta Ads (Facebook & Instagram). Spark Ads (TikTok).	HW 4 - Designing Social Media Assets - Due 11:59 PT
Week 12	Mon, Mar 31, 2025	Email Marketing and Automation	The Role of Email in Digital Marketing. Building and Segmenting Your Email List. Writing Effective Campaigns.	
Week 12	Wed, Apr 2, 2025	Hands-On Work Day		
Week 13	Mon, Apr 7, 2025	Data Analytics and Performance Tracking	How to Measure Digital Marketing Success. Key Metrics and KPIs.	
Week 13	Wed, Apr 9, 2025	Data Analytics and Performance Tracking	Google Analytics Deep Dive. A/B Testing for Campaign Optimization.	
Week 14	Mon, Apr 14, 2025	Integrated Digital Marketing Strategy	Digital Marketing Checklist: How to Combine SEO, Content, Social Media, and Ads.	HW 5 - GA4 Beginner Certification Due 11:59 PM
Week 14	Wed, Apr 16, 2025	Hands-On Work Day		
Week 15	Mon, Apr 21, 2025	Open Topics	Reserved for open/special topics. TBD	
Week 15	Wed, Apr 23, 2025	Open Topics	Reserved for open/special topics. TBD	
Week 16	Mon, Apr 28, 2025	Hands-On Work Day		
Week	Wed, Apr	Final Presentation	Final Presentations.	Final Presentation

| 16 | 30, 2025 | (Presentation #3) | | |