

Syllabus
REV 4/14/2018

Course Title : BA436/536 Internet Marketing

Semester: Spring 2018

Time : 1:30 – 3:20

Date : Tuesday & Thursday starting April 3rd ending June 15, 2018

Location: Central Hall - ??

Adjunct Instructor: Karen Fronek

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Contact Hours: anytime

Welcome to Internet Marketing!

The Internet is the platform for modern marketing in today's world.

This class will give you the real world and hands on knowledge and skills enhancing the theoretical understanding of the Internet you already have.

You will leave this class with skills you'll need to perform vital daily functions for any company or organization with an online presence and you'll be able to help them to succeed as they navigate their businesses on the Internet.

You will learn where to find the latest information, and how to execute creative or new ideas in real-time.

Texts & Materials

This course does not use a textbook but requires a lot of reading, writing (story telling and content) as well as the watching of YouTube videos. You will use the Internet daily. Computer and mobile device access outside of the classroom is 100% necessary for this course.

You will use real websites, software, and tools that are cutting edge.

Learning Outcomes

At the end of this class you will have a working knowledge of:

- **Modern Marketing (Cause Marketing)** – Internet Marketing changes daily. One of these changes is in the terminology being used by contemporary marketers who are integrating the term “Modern Marketing” into their language. Modern Marketing embodies a sense of marketing from a place of serving and includes an organizations “Cause” marketing strategies.
- **Creating Video Content on Smart Phones** – By 2020, 75% of the world's mobile data traffic will be video. Currently, we're at 45%. In the next 18 months video will become the most prevalent form of marketing.
- **Google Certifications and Blogging for Business** – Each student will choose a Google Certification to accomplish in this 10 week period. Blogging for business has specific goals and boundaries, these blog posts created in class will fit within these parameters.
- **Social Media Marketing (SMM) for Business** - Utilize knowledge of professional social media tactics to participate in an effective social media campaign.

- **Search Engine Optimization (SEO)** – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.
- **Search Engine Marketing (SEM)** – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign’s conversion rates.
- **Email Marketing** – Understand and implement best practices in marketing to a database of current and potential customers via email.
- **Online & Display Advertising** – Understand the various methods of online display advertising. Create an online display ad campaign and measure its insights.
- **Web Analytics** – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an eCommerce website based on the conversion funnel.
- **eCommerce** – understanding the eCommerce platforms, designing of a product, creating engaging copy and posting on eCommerce section of real time website.
- **Mobile Marketing** – *costs and creatives for retargeting, display, video - the best ROI and the best engaging content.*
- **Reputation Management** – Implement online reputation management tactics to improve the online reputation of a brand.

Grading Policy

The assessment and grading system is intended to reflect student learning & performance.

Weekly Reading/Watching and Blog/Video Posts	20%
Weekly Assignments	20%
Attendance and timely submissions	20%
Quality and efforts of submission	20%
Midterms & Final Project	20%

Grade Scale

100% - 90%	A
89% - 80%	B
79% - 70%	C
69% - 60%	D

SOU Cares statement:

Culture of supporting and reporting:

SOU has a wide range of resources to help you succeed. Our faculty, staff, and administration are dedicated to providing you with the best possible support. The SOU Cares Report allows us to connect you with staff members who can assist with concerns, including financial, health, mental health, wellbeing, legal concerns, family concerns, harassment, assault, study skills, time management, etc. You are also welcome to use the SOU Cares Report to share concerns about yourself, a friend, or a classmate at <http://www.sou.edu/ssj>. These concerns can include reports related to academic integrity, harassment, bias, or assault. Reports related to sexual misconduct or sexual assault can be made anonymously or confidentially. Student Support and Intervention provides recourse for students through the Student Code of Conduct, Title IX, Affirmative Action, and other applicable policies, regulations, and laws.

Academic Honesty Statement and Code of Student Conduct

All instructors must include a statement regarding academic integrity. The following expresses the standards and practices applied by our Community Standards Coordinator, Office of Student Support and Intervention. Use or modify this example, bearing in mind that you should ensure SOU's policies and links to the Code of Conduct are provided, and are made available to students.

Academic Conduct:

Students are expected to maintain academic integrity and honesty in completion of all work for this class. According to SOU's Student Code of Conduct: "Acts of academic misconduct involve the use or attempted use of any method that enables a student to misrepresent the quality or integrity of his or her academic work and are prohibited".

Such acts include, but are not limited to: copying from the work of another, and/or allowing another student to copy from one's own work; unauthorized use of materials during exams; intentional or unintentional failure to acknowledge the ideas or words of another that have been taken from any published or unpublished source; placing one's name on papers, reports, or other documents that are the work of another individual; submission of work resulting from inappropriate collaboration or assistance; submission of the same paper or project for separate courses without prior authorization by faculty members; and/or knowingly aiding in or inciting the academic dishonesty of another.

Any incident of academic dishonesty will be subject to disciplinary action(s) as outlined in SOU's Code of Student Conduct:

http://arcweb.sos.state.or.us/pages/rules/oars_500/oar_573/573_076.html

In case of loss, theft, destruction or dispute over authorship, always retain a copy of any work you produce and submit for grades. Retain all written work that has been graded and handed back to you.

Statement on Title IX and Mandatory Reporting:

Federal law requires that employees of institutions of higher learning (faculty, staff and administrators) report to a Title IX officer any time they become aware that a student is a victim or perpetrator of gender-based bias, sexual harassment, sexual assault, domestic violence, or stalking. Further, Oregon law requires a mandatory report to law enforcement of any physical or emotional abuse of a child or other protected person, including elders and people with disabilities, or when a child or other protected person is perceived to be in danger of physical or emotional abuse. If you are the victim of sexual or physical abuse and wish to make a confidential disclosure please contact any of SOU's confidential advisors (<http://www.sou.edu/ssi/confidential-advisors.html>), or use Southern Oregon University's Anonymous Harassment, Violence, and Interpersonal Misconduct Reporting Form https://jfe.qualtrics.com/form/SV_7R7CCBciGNL473L

SOU Academic Support/Disability Resources:

To support students with disabilities in acquiring accessible books and materials, and in planning their study and time management strategies, SOU requires all professors to include a statement on Academic Support and Disability Resources on course syllabi. It is the policy of Southern Oregon University that no otherwise qualified person shall, solely by reason of disability, be denied access to, participation in, or benefits of any service, program, or activity operated by the University. Qualified persons shall receive reasonable accommodation/modification needed to ensure equal access to employment, educational

opportunities, programs, and activities in the most appropriate, integrated setting, except when such accommodation creates undue hardship on the part of the provider. These policies are in compliance with Section 504 of the Rehabilitation Act of 1974, the Americans with Disabilities Act of 1990, and other applicable federal and state regulations that prohibit discrimination on the basis of disability.

If you are in need of support because of a documented disability (whether it be learning, mobility, psychiatric, health-related, or sensory) you may be eligible for academic or other accommodations through Disability Resources. Call Academic Support Programs at [\(541\)552-6213](tel:5415526213) to schedule an appointment with Disability Resources. The Academic Support Programs office is located in the Stevenson Union, lower level. See the Disability Resources webpage at www.sou.edu/dr for more information. If you are already working with Disability Resources, make sure to request your accommodations through them for this course as quickly as possible so that you have the best possible access.

Course Plan

Week 1 - 4/1/18 - Course Overview, Creating Videos with Smart Phones

Week 2 - 4/8/18 – Creating Your ICA, Blogging, and Wordpress

Week 3 - 4/15/18 – Google Certification, Social Media Marketing

Week 4 - 4/22/18 - Search Engine Optimization and Search Engine Marketing

Week 5 - 4/29/18 - Email Marketing, Display Advertising

Week 6 - 5/6/18 - Analytics

Week 7 - 5/13/18 - eCommerce

Week 8 - 5/20/18 – Mobile Marketing

Week 9 - 5/27/18 – Online Reputation Management

Week 10 - 6/3/18 – Google Certification Presentation

Week 11 – 6/10/18 – Final Projects & BA435 Presentations

BA536 Students will chose from three provided subjects, offered by the instructor, and then present a comprehensive research report in front of class benefitting the entire class. These students will also be required to do additional social media postings to the class social media sites with links that offer current Internet Marketing insights.

Disclaimer

This schedule may be amended from time to time depending on the pace of the class. I , your course instructor reserve the right to make changes to the schedule.

Feedback

Your direct feedback is always welcome.