



Course Title
BUS 310 – 3 Credits

Day(s): **Time(s):** **Classroom #:**

Instructor: Office Hours:

Office Location:

Email address:

Prerequisite: BUS 101, ENG 101

Course Description:

This course covers important aspects of online marketing in the social media age with emphasis on developing targeted marketing strategies using social media. Topics will include: search engine optimization; online advertising; pay-per-click advertising; email marketing strategies; mobile marketing; online reputation management; web public relations, web development, and how social media works. (F, Sp)

Required Text:

Stokes, Rob, *eMarketing: The Essential Guide to Online Marketing* v. 1.0, Flatworld Knowledge, 2010

eISBN: 978-1-4533-2758-6

Order Page: <https://students.flatworldknowledge.com/course/2497701>

Online Reader:<http://catalog.flatworldknowledge.com/bookhub/reader/19>

Student Learning Outcomes

1. Identify how successful marketers use the 4P's and/or the 4C's in their marketing mix.
2. Demonstrate understanding of the nine steps to executing an email campaign.
3. Understand how to share your message online utilizing AdServers and Advertising Networks.
4. Understand how to optimize search engines with key phrases, link popularity, and emerging trends.
6. Know how to set-up a pay-per-click (PPC) advertising campaign with keywords and match types while considering online comparison engines.
7. Understand how to create and share with social media while unleashing the power of online communities with multiple strategies for engagement.
8. Differentiate among crowd sourcing strategies and tactics for small businesses.
9. Describe various types of viral marketing and their related strategies.
10. Understand the importance of web analytics and how to use this data to increase the effectiveness of advertising campaigns.

11. Differentiate among traditional and mobile marketing techniques and explain the advantages of mobile marketing.
12. Know the importance of Customer Relationship Management in the digital marketing environment and how, when well-practiced, leads to greater levels of new customer acquisition and customer retention.
13. Demonstrate understanding for the need of market research when creating marketing campaigns and how the internet plays a role in the gathering of this research.
14. Understand how e-marketing adds value to a marketing campaign and develop e-marketing strategies centered on a hybrid marketing mix.
15. Know how to manage your online reputation by monitoring, measuring, leading, and maximizing your strategy about what is said.
16. Understand how to utilize the Mobile Web along with utilizing short message services and multimedia message services for effective mobile phone and email marketing.
17. Describe the different types of CRM and their relationship to small business.
18. Describe the processes and applications of market research to small business.
19. Formulate an eMarketing strategy for a small business.
20. Incorporate the major themes of this course and illustrate how a top marketer applies these concepts in their e-marketing mix.

Grading Policy

- 25% – Discussion Board Participation
- 25% – Case Study Assignments
- 25% – Written Assignments
- 25% – Final Group Project

Class Policies

This is a **concentrated course** where we condense 15 weeks into 7 ½ weeks. With this in mind, it is expected that students will:

- Set aside **approximately 10-12 hours** a week for work on this course. That figure allows generous time for readings, written work, projects, and online discussion activities. Your actual time may vary depending on reading speed, number of students in the class or group, personal effort toward the subject, etc.
- Routinely check your **Goodwin e-mail account** and the Announcements area on Blackboard for important messages and for communications with classmates.
- Post Discussion Board Activity messages as outlined in the Grading Rubric for Discussion Board Participation. **Please see the Discussion Board Grading Rubric in the Syllabus Section of the Course Shell.**
- Complete and submit all assignments on time.
- Abide by the University's Academic Integrity Policy.
- All homework must be typed, double-spaced, and 12-point and submitted via a Word Document uploaded into BlackBoard. **Do not complete assignment by typing into the dialog box within the BlackBoard' assignment area.**
- **Late work will not be accepted unless an extension is requested at least one day before the due date.**

Attendance Policy

- As this is delivered in a completely online format, frequent and active participation are expected of all students. It is important to engage in class activity very early each week.

Course Outline

****All written work must be submitted in a MS Word document unless stated differently in the assignment instructions.***

Date	Topic(s) Covered	Assignments/Reading to be completed	Assessment Schedule
Week 1	<p>Overview of Marketing Principles</p> <p>E-Marketing</p> <p>Differentiation Strategy</p> <p>Create Social Media Accounts: Facebook, Instagram, Twitter at a minimum</p> <p>Awareness of Social Media Channels</p>	<p>Text: Chapter 1 Sections 1.1 – 1.4 Chapter 2 Sections 2.1 – 2.4</p> <p>Weekly Audio Lecture, supplemental articles and videos.</p> <p>Reaction Assignment: 21 Social Media Marketing Statistics You Need to Know in 2018</p>	<ul style="list-style-type: none"> • Discussion Board Activity • Reaction Assignment: 21 Social Media Marketing Statistics You Need to Know in 2018
Week 2	<p>Display Advertising</p> <p>Search Engine Marketing</p> <p>Search Engine Optimization</p> <p>Select companies for Final Assignment</p>	<p>Text: Chapter 3 Sections 3.1 – 3.8 Chapter 5 Sections 5.1 – 5.2 Chapter 6 Sections 6.1 – 6.7</p> <p>Weekly Audio Lecture, supplemental articles and videos.</p> <p>Harvard Business Review Case Study: The Basic Social Media Mistakes Companies Still Make</p> <p>Peer Evaluation of your Group Members</p> <p>Group Assignment: Group Norms & Expectations</p>	<ul style="list-style-type: none"> • Discussion Board Activity • Harvard Business Review Case Study: The Basic Social Media Mistakes Companies Still Make • Peer Evaluation of your Group Members • Group Assignment: Group Norms & Expectations

Week 3	<p>Pay-Per-Click Advertising</p> <p>Social Media</p> <p>Viral Marketing – Demonstration in Class</p>	<p>Text: Chapter 7 Sections 7.1 – 7.6 Chapter 8 Sections 8.1 – 8.6 Chapter 10 Sections 10.1 – 10.4</p> <p>Weekly Audio Lecture, supplemental articles and videos.</p> <p>Harvard Business Review Case Study - 50 Companies that Get Twitter and 50 That Don't</p> <p>Harvard Business Review Case Study - The Ultimate Guide to a Social Media Audit</p> <p>Review Final Project Assignment</p> <p>Work with Groups on developing a plan for Final Project</p> <p>Peer Evaluation of Group Members</p>	<ul style="list-style-type: none"> • Discussion Board Activity • Harvard Business Review Case Study - 50 Companies that Get Twitter and 50 That Don't • Harvard Business Review Case Study - The Ultimate Guide to a Social Media Audit • Peer Evaluation of your Group Members
Week 4	<p>Website Analytics – Overview of Google Analytics in Class</p> <p>Mobile Marketing</p>	<p>Text: Chapter 15 Sections 15.1 – 15.4 Chapter 16 Sections 16.1 – 16.6</p> <p>Weekly Audio Lecture, supplemental articles and videos.</p> <p>Social Media Audit 1 - American Airlines & Delta</p> <p>Continue Group Work on Final Project Assignment</p> <p>Peer Evaluation of Group Members</p>	<ul style="list-style-type: none"> • Discussion Board Activity • Social Media Audit 1 - American Airlines & Delta • Peer Evaluation of Group Members

Week 5	<p>Customer Relationship Management</p> <p>Market Research</p>	<p>Text: Chapter 17 Sections 17.1 – 17.5 Chapter 18 Sections 18.1 – 18.4</p> <p>Weekly Audio Lecture, supplemental articles and videos.</p> <p>Social Media Audit 2 - Zappos & Amazon</p> <p>Continue Group Work on Final Project Assignment</p> <p>Peer Evaluation of Group Members</p>	<ul style="list-style-type: none"> • Discussion Board Activity • Social Media Audit 2 - Zappos & Amazon • Peer Evaluation of Group Members
Week 6	<p>E-Marketing Strategy</p> <p>Online Reputation Management</p> <p>Marketing Ethics</p>	<p>Text: Chapter 19 Sections 19.1 – 19.4</p> <p>Weekly Audio Lecture, supplemental articles and videos</p> <p>Continue Group Work on Final Project Assignment</p> <p>Peer Evaluation of Group Members</p>	<ul style="list-style-type: none"> • Discussion Board Activity • Peer Evaluation of Group Members
Week 7	FINAL GROUP PROJECT DUE NO LATER THAN WEDNESDAY OF WEEK 7 –	<p>Chapter 11 Sections 11.1 – 11.6</p> <p>Weekly Audio Lecture, supplemental articles and videos</p> <p>Submit Group Final Project Assignment</p>	<ul style="list-style-type: none"> • Final Group Project Assignment Due no later than WEDNESDAY,

Assessment

This course will incorporate an accreditation assessment that is tied to the course outcomes and by extension, programmatic outcomes. This assessment may or may not be part of an assignment that contributes to your grade for this course. For Business 310, the assessment will be the Final Project and will assess Program Outcome(s) 9 and Learning Outcome(s) 20.

Goodwin University Policies

These general academic policies of Goodwin University may be found on the University web site at <http://www.goodwin.edu/policies/>. Additional information may be found in the University catalog at <http://www.goodwin.edu/academics/catalogs.asp>.

Professor's General Expectations

- Routinely check your **Goodwin e-mail account** and the Announcements area on Blackboard for important messages and for communications with classmates.
- Post Discussion Board messages as required by specific course assignments.
- Complete and submit all assignments on time.
- Attend and participate fully in on-campus meetings.
- Abide by the University's Academic Integrity Policy.

Course Logistics

The course is segmented into fifteen (15) sections over a 15 week period **or** eight sections (8) over a 7 ½ week period. If this is a **concentrated program** where we condense 15 weeks or curriculum into 7 ½ weeks, then set aside **approximately 9-12 hours** a week for work on this course. That figure allows generous time for readings, written work, projects, on-line discussions and on-campus activities. Your actual time may vary depending on reading speed, number of students in the class or group, personal effort toward the subject, etc. If this is a traditional 15 week course, set aside **approximately 6-9 hours** a week for work on this course.

Each week's activities begin on the first day the class is scheduled to meet and ends at midnight on the day before the following weekly meeting. For example, if the class is scheduled to meet on Wednesday, then Wednesday of the first week of class starts the week. All course work for that week must be completely by the following Tuesday night at midnight unless otherwise specified. If this is **an on-line course**, the class begins on the published first day of class and ends on the published last day of class.

- You may expect to have at least one week ahead available to you on the previous Wednesday, however, if you choose to work ahead, please don't expect feedback until after the assignment due date.
- Assignments are submitted electronically through the Grade Book. All assignments count as part of the final grade.
- During the on-campus weeks for blended sections, make sure to complete work that is noted as necessary to be completed prior to the on-campus meeting.

General Course Policies

1. Reading: Students must read all assignments and be prepared for class. All assignments will be considered for assessment material.

2. Cheating: Not allowed. Do your own work. You may be surprised by how much you really know and can demonstrate. Please refer to the academic integrity policy located in the University catalog. <http://www.goodwin.edu/pdfs/policies/academic-integrity-policy.pdf>

3. Electronics: Electronic devices can be disruptive. Please keep these items off or SILENT during class and don't use them during class. Computers in the class are intended for the course at hand, not for other activities or other classes. Computer activity not associated with the current class will be terminated.

4. Make-up assessments: Given by arrangement. They are the responsibility of the student to arrange with the instructor at a mutually convenient time. Make-up assessments must be completed within 7 days of the original assessment date. Final assessments must be completed during finals' week. There is no make-up on missed quizzes. See instructor.

5. Grammar and Spelling: Employment in the business, non-profit or government workforce requires competent reading and writing skills. Students are required to use proper grammar, spelling, and punctuation. Assignments with grammar and spelling errors will be graded down. Assignments that do not meet acceptable standards will be returned without a grade. Returned assignments will be considered late. Assignments that are late may be graded down unless first approved by the instructor.

6. Late assignments may be graded down if not first discussed this with the instructor. More than a week late, the item will not be accepted albeit with extenuating circumstances.

7. Problems: If you need help with studying, reading, writing, note taking skills, or if you have other problems that interfere with your academic work, see the instructor or your advisor. We are here to help. The University has many resources to assist you in your academic endeavors. Please avail yourself to them.

8. Attitude: **Attitude is everything**. Come prepared to contribute, learn, share your perspectives and teach. It will make all the difference between an exciting semester or just another course for credit.

Attendance Policy

Attendance Policy: You are expected to attend all class sessions on time. Tardiness or leaving early will be considered a ½ cut. No more than ONE absence is permitted without effecting the participation portion of your grade. Any student experiencing TWO or more absences should immediately contact the instructor or this may result in a diminished grade due to low class participation. Please follow the class schedule. You are expected to notify the instructor when you will not be present for an examination.

Class Cancellation Policy: Should the class be canceled please follow the class schedule for assignments and refer to the weekly activities section of the course in Blackboard for further information.

Communication

General questions regarding assignments and other activities should be posted to the **Questions for the Instructor** on the Discussion Board in BlackBoard. Students are encouraged to help their classmates by routinely reading and replying to these postings. Personal or sensitive

communications, i.e. a question about a quiz item, personal issue, etc. should be handled via email to the instructor (or phone call).

Written Work

- Written work assigned for this class should be prepared using **MS Word** and delivered in compliance with APA style. Written work should use the following format:
 - One-inch margins on top, bottom, left and right.
 - The first page should contain in the upper left section (typed, **single-spaced**) the following:
 - Student Name (i.e. Jones, Margaret)
 - Instructor Name
 - Course Number & Title
 - Assignment Title
 - Date (i.e., July 12, 2016)
- Written work should be submitted on-line to the course Grade Book and in hard copy when requested by the instructor.

Discussion Board Guidelines

Post on time. Participate in the discussion during the assigned week. **For Full Discussion Board Credit**, your **initial** Discussion Board posting must be submitted early in the week. All discussion board responses for a given week must be completed by 11:59 p.m. on 6th day of the week. It is recommended that you post early in the week then check the discussion board again later in order to make replies. **You may be required to post earlier as directed by the Bb course assignments for a particular week or discussion board.** Late postings are not beneficial to the group and will **not be considered** in the grading process.

1. Be concise but complete. Initial posts should be thoroughly developed in 200-250 words to adequately articulate your responses to the prompts.
2. Connect your comments to what you are learning in the course. Integration of required course materials to support your contributions is expected. Additional inclusion of outside references is strongly encouraged. **Cite your sources.**
3. Reply to other students, however, you should post an appropriate comment(s) on at least two (2) classmate's posting for full credit. These exercises should encourage dialogue and an exchange of ideas and confirmations.
4. Be informative. Go beyond just agreeing or repeating by adding to the conversation.
5. Bring together or synthesize comments from the discussion.
6. Illustrate your points with examples.
7. Relate personal experiences, but be careful not to release confidential information.
8. Utilize professional conventions of communication (e.g. etiquette, grammar and word usage).
9. The instructor may not respond to every thread or posting, however, the instructor's role is to facilitate and guide the discussion where necessary as in a classroom. In this environment, adult students bring vast knowledge and experience to the class and this is where it gets demonstrated.

Goodwin University Policies and Services

General academic policies of Goodwin University may be found on the University web site at <http://www.goodwin.edu/policies/> and in the University catalog at <http://www.goodwin.edu/academics/catalogs.asp>. Student services information may be found on the Goodwin University website at <http://www.goodwin.edu/student-services/> and <http://www.goodwin.edu/library/>.

This course adheres to all policies outlined in the Goodwin University catalog. For further information, see Academic Regulations as stated in the catalog.

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