NEW ENGLAND COLLEGE *of* BUSINESS

Course Syllabus

DMK315 Online Content Marketing and Consumer Behavior

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: DMK205 Digital Marketing

With the transition of marketing to a dynamic, interactive digital environment, new understandings of consumer behavior are continually unfolding. Students will examine how the on-line environment influences the motivations and buying behavior of consumers. Under consideration will be how the increasingly interactive environment changes the relationship between the consumer and marketer. A key focus of this course will be on how digital marketing can open opportunities to collect more precise demographic data and translate these data into marketing strategies.

Course Outcomes

At the completion of this course, students should be able to:

- Analyze the principals of basic consumer behavior and motivation and consider these understandings within a digital context.
- Apply both psychological and sociological theories toward an understanding of on-line consumer behavior.
- Identify the ways in which demographic and psychographic information is harnessed through social media outlets.
- Assess ways in which psychographic data has become more sophisticated in an on-line environment and how these data can be leveraged in marketing campaigns.
- Evaluate the reasons behind the consumer-centric power shift in digital marketing, and identify ways in which this dynamic shift can be leveraged for effective, interactive marketing strategies.
- Examine the attributes that contribute to an effective online consumer experience.
- Outline ways in which digital marketing may engender social engagement.
- Illustrate the social dynamics associated with digital marketing and the evolution from transaction-based goals to long-term relationship-building strategies.

- Apply analytical skills to specific case studies.
- Show advanced understanding of on-line consumer behavior and new and evolving digital social engagement strategies.

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.

- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).

- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Required or Supplemental Text or Resources:

Nahai, N. (2013, March 4). Webs of Influence: The Psychology of Online Persuasion. FT Press.

- Hardcopy: ISBN-10: 0273772953 | ISBN-13: 978-0273772958

Bookstore Information

Please visit the NECB bookstore for textbook information: http://necbbookstore.com/

Library Services

Detailed information about the NECB eLibrary can be found in the Student Resource Center. This is a course that all students have access to during their academic career at NECB.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website: https://community.canvaslms.com/docs/DOC-4121

Weekly Schedule

Week 1	Introduction to classifying online consumers
Outcomes	• Show why digital consumers are different than traditional consumers • Articulate why mobile consumers are different • Describe the demographics of individuals that use the internet the most • Illustrate the reasons why people go online.
Readings	• Who's online and why? • Who are you targeting? • Cultural quirks • Individual differences • Consumer Shopping Preferences Shifting: Online Vs. Traditional • 19 Characteristics & Activities of Today's Mobile Shopper • One-Third of Americans Now Own Tablet Computers • Internet users in the worldh • Report Reveals States That Spend the Most Money Online during Black Friday/Cyber Monday
Lectures	• Final_Digital Consumers VS Traditional Consumers • Final_Mobile Consumers Are Different • Demographics of individuals that use the internet the most • What People Go Online For
Multimedia	• Online Shopping Offline • FOX NEWS: Online shopping versus in store shopping • The New Digital Mobile Consumer: How Large Companies are Responding • Beyond the hype: the true potential of mobile - The Deloitte Consumer Review • Social and Digital Media Revolution Statistics 2013
Discussion	**Hobby Horse**
Assignments	**The Digital Divide**
Quiz	Refer to your course

Week 2	How Psychology and Sociology impact online consumers
Outcomes	• Illustrate three characteristics of decision making in the brain • Explain how psychology effects users when they land on a page • Show how sociological factors can impact a visitor
Readings	• *The human brain* • *The psychology of decision-making*

	• *Smile! It Could Make You Happier* • *The Psychology of Web Design* • *Culture's Influence on Consumer Behaviors: Differences Among Ethnic Groups in a Multiracial Asian Country*
Lectures	• Three Characteristics of Decision Making in The Brain • How does psychology affect a user when they land on a page • How Sociological factors can impact a visitor
Multimedia	• Future trends in online influence for consumers - The International Digital Forum London Oct 2012 • 3 Basic Tips on Customer Psychology for Web Design • Design Psychology: Getting people to stay on your website • The Impact of Reputation on Consumer Behavior
Discussion	**The Big Five**
Assignments	**Brain Food**
Quiz	Refer to your course

Week 3	Social Media's relationship with demographics and psychographics
Outcomes	• Describe the many social networks that exist and how they differ • Illustrate how marketers use demographics • Identify how marketers use psychographics
Readings	• Your social media • Watch Out Facebook, With Google+ at #2 and YouTube at #3, Google, Inc. Could Catch Up • 40 Most Popular Social Networking Sites of the World • US Affluents Seek Deals, Not Luxuries • How Millennials Shop Online • Psychographics Deconstructed: What We Look Like to Facebook Marketers • The End of Demographics: How Marketers Are Going Deeper With Personal Data
Lectures	• Social Networks • Demographics • What are Psychographics and how can you use them?
Multimedia	• What is the difference between the Social Media Channels? • Social Media Revolution 2013 • Pinterest Marketing: Pinterest Demographics • Implementation of Psychographic in Marketing

Discussion	**Social Engagement**
Assignments	**Needs-based**
Quiz	Refer to your course

Week 4	**Psychographics – generation, usages, and targeting**
Outcomes	• Explain why psychographic data is easier to generate on the internet • Report what big companies harvest psychographics data for advertising • Recognize why psychographic targeting is easy to measure on the internet
Readings	• Basic principles • Why the interest graph is a marketer's best friend • What you didn't post, Facebook may still know • 6 kinds of your information Google openly admits to collecting • Twitter to track your web history to find users you'll want to follow • Online behavior: Marketing just got a whole lot smarter
Lectures	• Why psychographic data is easy to generate on the internet • The big companies that harvest Psychographic data for advertising • The ease of measuring Psychographic targeting
Multimedia	• Behavioral targeting: Ads that track your web activity • Visualizing the world's Twitter data – Jer Thorp • What Facebook knows about you
Discussion	**Service or Exploit?**
Assignments	**Shopper's Delight**
Quiz	Refer to your course

Week 5	**The great power shift and how marketers can cater to the phenomenon**
Outcomes	• Recognize how the internet has put consumers in control • Relate what marketers can do to cater to the fairly recent shift to greater consumer control because of the internet. • Distinguish how much time people spend on major social networks • Show how to keep customers engaged with the brand by using social media
Readings	• Influence: an introduction • Building reputational capital • 7 ways to use Yelp to improve your local business

	• Ask an expert: How to handle online reviews • Survey: 90% of consumers say buying decisions are influenced by online reviews • Complain on Twitter for an instant response • Social networking statistics • Facebook vs. Twitter: Revenue, users, average time spent, key mobile data • 26 ways to engage your fans on Facebook • How to use social media to understand and engage your customers
Lectures	• How the internet has put consumers in control • How marketers can cater to a consumer controlled marketplace • How much time people spend on social networks • Engaging customers through the use of social media
Multimedia	• Does Yelp really impact businesses? • Can online reviews be trusted? • How social media impacts car buying decisions – Toyota Knowledge Center • Influence in social media networks: Sinan Aral at TEDxColumbiaEngineering • How much time do people spend on social media? • Social media 2013: Statistics and trends • Creating a social media strategy • What is the best social media site for engaging with your customer?
Discussion	**Super Branding!**
Assignments	**Herding Cats**
Quiz	Refer to your course

Week 6	Explain buying patterns and demonstrate pages that consumers trust
Outcomes	• Describe the pattern of buying and how the internet plays a role • Evaluate the best practices of homepage design to appeal to consumers • Create a proposal for a landing page that builds trust while getting conversions
Readings	• *Webs of Influence: The Psychology of Online Persuasion* • Your videos. *Webs of Influence: The Psychology of Online Persuasion* • Your colours • *Social media content affects buying behavior* • The influence of social networking sites on buying behaviors of millennials • 16 brands that totally nailed their homepage designs • 8 tips for small business homepage design • 10 copywriting tips for a more effective landing page • 8 landing page remedies to boost conversion rates

Lectures	• Buying patterns and the internet • Best practices of homepage design to appeal to customers • How to build trust with a landing page
Multimedia	• How online behaviour is affecting business • 7 tips on best home page design practices • The 5 most important goals of homepage design: Two Minute Tuesdays • What is a landing page – Landing page tips • 5 tips for effective landing pages to increase conversion rate
Discussion	**Weakness**
Assignments	**Stick the Landing**
Quiz	Refer to your course

Week 7	**How to keep customers engaged and motivated to come back**
Outcomes	• Describe what it takes to keep a customer on a website • Show how to keep customers engaged with the use of social media, email, and content. • Describe the psychology of giving and how it can equate to a lifetime customer • Demonstrate how great customer service can build long time trust for an online brand
Readings	• Principles of online influence pages • Increase your sales pages • Pricing and value • Risk, trust and privacy • How to Keep Customers Engaged on Your Website • Ways to Keep Your Customers Coming Back • 15 Email Marketing Tips For Small Businesses • Twitter Tips: How to Find, Monitor, and Engage Your Audience • How to Create Content That Creates Reciprocity • How Retail Brands Are Using Technology To Provide Added Value To Consumers • Airline hopes avatar is the future of customer service
Lectures	• How to keep a customer on a website • Methods to keep customers engaged with your brand • The psychology of giving • Customer service matters
Multimedia	• Google Analytics - Bounce Rate: The Simply Powerful Metric • Website Metrics (Visits, Bounce rate, Average Visit Duration) within Google Analytics 2013

	• Friday 15: Write emails customers will open and read • What Is Email Marketing? • Online Video Marketing - The Power Of Reciprocity In Your Videos • Dealer Chat Insights: 5 things consumers look for in chat • 5 Ways to WOW Online Shoppers with Customer Service | Two Minute Tuesdays
Discussion	**Should I click Spam?**
Assignments	**Need for Reciprocity**
Quiz	Refer to your course

Week 8	New age marketing and where technology will take us
Outcomes	• Explain what gamification is and why it resonates with consumers • Demonstrate the psychology behind freemium mobile applications • Analyze wearable technology is and how it may change consumer behavior • Evaluate the browsing habits that website owners can expect from visitors
Readings	• Your images • The 'behaviour chain' • How Can Gamification Help Your Growth Strategy in Marketing? • Clothes Shopping With Bodymetrics Lets You Try It On for Virtual Size • The Complete Guide To Freemium Business Models • User spending on Google Play catching up with Apple's App Store • Wearable Tech Charm Bracelet Features Gaming, Social Media • Why Wearable Tech Will Be as Big as the Smartphone • Analyzing & Drawing Conclusions From Website Heat Maps • Drilling Into Top Conversion Paths For Valuable Insights • Your Heineken: Customise A 6-Pack
Lectures	• Gamification as a marketing tactic • The benefits of freemium apps • Wearable technology changing the way consumers behave • Visitors Browsing Habits
Multimedia	• New Technology Lets You Try on Virtual Clothes Before You Buy • What is Gamification? • Web Strategy: Introduction to the 'Freemium' business mo... • Freemium: The First Business Model of the 21st Century • The Future of Wearable Technology | Off Book | PBS Digital Studios • CNET Update : Wearable tech takes CES 2013 by storm • Conversion Optimization: 5 Ways To Improve Your Website Conversion Rate

Discussion	**The Power of Free**
Assignments	**You are What You Wear**
Quiz	Refer to your course

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments	60%
Discussions	30%
Quizzes	10%
Total	**100%**

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

The final course grading criteria is described in the table below:

Letter Grade	Grade %	Description
A	94 – 100%	**Very Good to Excellent**. Comprehensive knowledge and understanding of the subject matter.
A-	90 – 93.9%	
B+	87 – 89.9%	**Good**. Moderately broad knowledge and understanding of the subject matter.
B	83 – 86.9%	
B-	80 – 82.9%	

C+	77 – 79.9%	**Satisfactory**. Reasonable knowledge and understanding of the subject matter.
C	73 – 76.9%	
C-	70 – 72.9%	
D	60 – 69.9%	**Marginal**. Minimum knowledge and understanding of subject matter.
F	Below 60%	**Failing**. Unacceptable level of knowledge and understanding of subject matter.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework at NECB:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Put your first and last name and your course number (i.e., Joan Brown, ENG101), on each of the emails you send to your Professor and/or other NECB staff.
- Participate fully in all threaded discussions.
- Contact the Canvas Help Desk for resolutions to your technology problems.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.
- Academic dishonesty is grounds for dismissal from the program.

Academic Policies

Please review all Academic Polices found in the Student Resource Center.

Disclaimer

As a disclaimer, any materials in or related to this course are provided for educational purposes only and not for the purpose of providing any legal, financial, accounting, tax or other professional advice or services. The information provided in this class is of a general nature, and it cannot substitute for the advice of a licensed professional in any respect. The application and effect of laws may vary widely depending on the specific facts and jurisdiction, and no representation or warranty is made with respect to the accuracy of any materials in or related to the course. Accordingly, the information provided is solely for general educational purposes.

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on NECB's website (http://www.necb.edu).