

## Web Marketing Applications Syllabus: Spring 2008

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### Overview:

This course addresses the most current principles and practices of web marketing. It presents web marketing channel options to give businesses (large and small) the opportunity to attract the right consumers for their products or services. Students will learn how marketing on the web can help build brand awareness, capture market share, attract shoppers, and enhance customer loyalty.

### Course Text

The New Rules of Marketing and PR

Author – David Meerman Scott

### Course Text (Options for students wanting more reading, not required)

Your Marketing Sucks

Author - Mark Stevens

Web Analytics, An Hour a Day

Author – Avinash Kaushik

### Grading/Evaluation

Students will be evaluated on attendance, class participation, online participation, and a final project. Attendance is critical – we cover a lot of material in a short amount of time. Participation in class discussions relate to final grade.

Evaluation component breakdown:

Attendance 20%

Participation 20%

Assignments 20%

Final Project 40%

### Final Project

A final paper documenting proposed web marketing suggestions (for a real business, proposed business or a company the student selects) will be due on the last day of class. Group work is accepted with prior approval by the instructor. Late projects will not be accepted. The proposed web marketing plan may include the following:

- Company Overview
- Product and/or Service Description
- Web Sales and Marketing Goals (Traffic, sales, leads, brand awareness, etc.)
- Website Purpose
- Target Customer
- Market Description/Competitive Analysis
- SWOT Analysis
- Unique Selling Proposition or Value Proposition
- Revenue Generation
- Web Marketing Medium Suggestion(s) (What will you use to help you achieve your goals?)
  - New Website/Web Redesign
  - Search Engine Marketing
  - E-mail
  - Online Advertising
  - Social Media
  - Affiliate Marketing
  - Website optimization/analytics
  - Viral Marketing
  - Traditional Media
  - Online Networking
- Marketing Execution Plan
- Budget
- Tracking and Analysis (How you plan to analyze performance/measure success)

Instructor will be looking for grasp of course material to be incorporated into the final project. Every marketing plan will vary as business, marketing goal, budget, target customer, etc. will be different. The object of the final project is to apply thinking from class lectures and reading to solidify your new knowledge. There is no wrong or right approach to this project - web marketing requires innovative thinking and creativity – let your mind go and have fun with this project!

### **Class One – 5/8/08**

Introductions  
Class Overview  
Why Web Marketing?  
Working Websites  
Web Analytics  
Building a Web Marketing Foundation  
Customer and Market Research - Online Surveys

#### CLASS ONE ASSIGNMENTS:

- Reading: The New Rules of Marketing and PR Introduction, Foreword and Chapters 1 and 9
- Join the Facebook group Web Marketing Applications Spring 2008 [www.facebook.com](http://www.facebook.com)
- Take the Online Zoomerang Survey
- Respond to Facebook questions about the reading

### **Class Two – 5/15/08**

Class Web Survey Results  
Developing a Web Marketing Plan

Guest Speaker – Misty Gibbs, Web Entrepreneur and Founder, [MyInspirationLounge.com](http://MyInspirationLounge.com)

Web Usability  
SWOT Analysis  
USP – Unique Selling Proposition

#### CLASS TWO ASSIGNMENTS:

- Reading: The New Rules of Marketing and PR Chapters 2, 5, 10 and 20
- Facebook Participation...read posts and links...post comments

### **Class Three – 5/22/08**

Web Marketing Channel Focus — Search Engine Marketing  
-Organic  
-Pay Per Click  
-Pay Per Inclusion  
-Vertical Search

Guest Speaker – Jacques Habra, Founder and President, [FirstClickSEO](http://FirstClickSEO.com) [www.firstclickseo.com](http://www.firstclickseo.com)

#### CLASS THREE ASSIGNMENTS:

- Reading: The New Rules of Marketing and PR Chapters 4, 8, 12 and 17
- Facebook Participation...read posts and links...post comments
- Optional – Create a blog

### **Class Four – 5/29/08**

Web Marketing Channel Focus – Blogs, Affiliate Marketing, Online Advertising

Guest Speaker – Lee Gientke, Business Development Manager, LeadPoint, [www.leadpoint.com](http://www.leadpoint.com)

CLASS FOUR ASSIGNMENTS:

- Reading: The New Rules of Marketing and PR Chapters 6, 7, 18, 19
- Facebook Participation...read posts and links...post comments

**Class Five – 6/5/08**

Web Marketing Checklist

Online Privacy

Web Marketing Channel Focus – Web 2.0, Social Media, Wikis, Podcasts and E-mail Marketing

Guest Speaker – AnaMaria Herrera, eZine guru, PrettySmartMarketing

<http://www.prettysmartmarketing.com/>

CLASS FIVE ASSIGNMENTS:

- Reading: The New Rules of Marketing and PR Chapters 13, 14, 15, 16, 21
- Facebook Participation...read posts and links...post comments
- Final project due next week!

**Note!** If you want your final project mailed back to you, you must bring a self-addressed envelope OR e-mail your final project to [lorrie@lorriethomas.com](mailto:lorrie@lorriethomas.com)

**Class Six – 6/12/08 - Final Project Due!**

Class Discussion – Who did what and why?

Making it Real – Web Marketing Plan Execution

Tracking and Evaluating your Marketing Efforts

**Class Website:**

Power Points from the class lectures will be posted online on the class website at

<http://www.lorriethomas.com/web-marketing-students.php>. Links that are mentioned will also be posted on the class site.

**Facebook Account:**

There is a Web Marketing Applications account in Facebook for the class to share information, have discussions, and post questions. The Facebook group is called:

**Web Marketing Applications Spring 2008**

[www.facebook.com](http://www.facebook.com)

**E-mails to the Class:**

Instructor may email the class relevant emails or comments via Facebook. Instructor will respect the privacy of all email addresses.

**Additional Reading:**

If students are interested in obtaining additional information on internet marketing, resources, etc., refer to the Web Industry Resources sheet included in your packet of information that you receive on the first day of class. Instructor can also recommend additional books on the topic of web marketing.