**Marketing 470 Strategic Internet Marketing**

**Tentative Course Outline and Schedule**

**Spring 2022**

***May change based on time constraints or at the discretion of the instructor. Exams will not change.***

**Week 1**

Jan. 19 Course Introduction/Syllabus review

Jan. 21 Quick overview of Weebly /Give HubSpot overview/Professor will add students after the drop date

*Weebly tutorial videos are available. You should watch these to get started on your website.*

**Week 2 What is Internet Marketing/ Graphical Design Standards, Read the Terminology for Website Design document posted on Canvas**

Jan 24 lecture

Jan 26. lecture/Assign Style Guide

Jan 28 – Guest Speaker: Emily Alford, WedMD

**Week 3** **Copyright Infringement**

Jan 31. Lecture

Feb 2 Lecture

Feb. 4 Class will not meet/ **We will not meet in class. Begin HubSpot SEO Certification on your own. Watch the following Modules: Welcome to the SEO Certification/SEO Basics/On Page and Technical SEO**

**Week 4 Website Development Process and using buyer personas**

Feb 7. Lecture/**LinkedIn Learning due for EVERYONE at 11:59 pm**

Feb 9 Guest Speaker: Rep from TTI

Feb 11 **We will not meet in class/Watch the remaining HubSpot SEO videos/I will be in my office during class hours to meet with students who need help with their websites.**

**Week 5**

Feb 14 **Class will not meet/Take the HubSpot SEO certification/Upload certificate with score and your name to Canvas by 11:59 pm**

Feb 16 Lecture/Finish material

Feb 18 **Exam 1 covers material to date. See Study Guide**

**Week 6 Visual Storytelling/Branded Entertainment**

Feb 21 Lecture

Feb 23. Lecture

Feb 25 Tentative Guest Speaker/**Style guide with website goal is due at 11:59 pm**

**Week 7 More on SEO**

Feb 28 Lecture

Mar 2 Lecture/Possible guest speaker

Mar 4 **Class does not meet/Watch the 6 videos at** <https://moz.com/learn/seo/one-hour-guide-to-seo>

**Week 8** **No lecture. Have 5 pages of your website done by March 11**

Mar 7 Moz/Hubspot/Give Assignment

Mar 9 Work on Moz/HubSpot Assignment in class**/Install GA and GA4 in class on/GA and GA4 screenshots due by 11:59 pm**

Mar 11 Class does not meet/Work on Google Analytics for Beginners

Spring Break March 14-18

**Week 9 Keyword Planning and PPC**

Mar 21 Lecture/**Give Google Merchandise store assignment**

Mar 23 **Peer review in class/DO NOT MISS/You will not receive full credit if you don’t have 5 published pages/Peer Review due by 11:59 pm**

Mar 25 Possible Guest speaker**/Google Analytics for Beginners due at 11:59 pm**

**Week 10 Display Advertising and Ad Serving**

Mar 28 Lecture/**Give social media promotion assignment/Google Merchandise store assignment due at 11:59 pm**

Mar 30 **Lecture**

April 1 **Exam 2: Material since Exam 1 which includes Google Analytics for Beginners**

**Week 11 Email Marketing**

Apr 4 Lecture

Apr 6 Lecture

Apr 8 Watch Hubspot videos on your- **Begin Hubspot Email Certification videos: Watch Understanding Email Marketing, Creating a Contact Management and Segmentation Strategy, and Sending the Right Email Creating a High Performing Email / due at 11:59 pm/Social media assignment due at 11:59 pm**

**Week 12**  **Social and Regulatory issues/Tutorial PPT slides by Dr. Parker on using HubSpot email in Canvas**

Apr 11 Lecture/**Give email assignment and have students collect email addresses/DO NOT WAIT Until Due date to begin**

Apr 13 Lecture

Apr **15 We will not meet in class/Watch Hubspot videos on your own-, Understanding Email Deliverability, and Outlining the Design of your Marketing Emails**

**Week 13 Testing**

Apr 18 Lecture

Apr 20 Guest Speaker

Apr 22 We won’t meet in class/ **Finish HubSpot Email videos: Analyzing your Marketing Emails, Testing your marketing emails, and Developing Relationships with Lead Nurturing**

**Week 14**

Apr 25 Guest speaker/**Email assignment due at 11:59 pm on Canvas**

Apr 27 **Final Exam. Check study guide for exam material**

Apr 29 **Class will not meet/HubSpot Email Marketing Certification due at 11:59 pm**

**Week 15**

May 2 Work on websites in class

May 4 Work on websites in class/ **Websites are due with final assignment due on Canvas at 11:59 pm**

**Final Exam Week-**

*Individuals will have three minutes to present their websites as an oral presentation without PPT*

*slides. State your website goal and show the content that best helps you accomplish the goal. Plan your presentation in advance because you only have 3 minutes. I will cut you off.*

MWF 9:10 am class final will be Monday, May 9. from 8 am to 10 am

MWF 10:20 am class final will be Wednesday, May 11, from 8:00 am to 10:00 am

***Final reflection paper is due at 11:59 pm on Wednesday, May 11 at 10 pm***