**Marketing 470 Strategic Internet Marketing**

**Tentative Course Outline and Schedule**

**Spring 2017**

**This schedule is based off the customized book in the bookstore. If you choose to purchase the two books separately, the chapter titles and numbers are listed below.**

***May change based on time constraints or at the discretion of the instructor***

**Week 1**

Jan. 9 Course Introduction/Syllabus review

Jan. 11 Chapter 1 Internet Marketing (*R and Z*) **Students return signed syllabus review/course requirements document to class.**

Jan. 13 Finish Chapter/*Choose a nonprofit that you will use throughout the semester for class exercises.* Sign up for the email/newsletter. Sign up for Hubspot Academy.

***Watch Intro to Course for Hubspot in class.***

**Week 2**

Jan. 16 No class

Jan. 18 Additional slides on web design/graphical identity standards from professor, Creating a Style Guide, Introduction to Weebly, Sign up for Weebly or other website hosting site

Jan. 20 Chapter 4 The Direct Response and Database Functions of Internet Marketing (*R and Z*)/

**Quiz on Module 1: Fundamentals of Inbound Marketing**

**Week 3**

Jan. 23 Finish Chapter 4 *(R and Z)/Copyright Infringement slides*

Jan. 25 Chapter 8 Search Marketing: SEO and PPC *(R and Z) Read Chapter before class!*

**Quiz on Module 2: Optimizing your website for Search Engines**

Jan. 27 Finish Chapter 8/Demonstrate in Weebly how to include SEO on pages/work on websites/

**Week 4**

Jan. 30 Chapter 5 Online Branding and Video Marketing (*R and Z*)/Storytelling/**Quiz on Module 3: Creating Content with a Purpose**

Feb. 1 Finish Chapter 5/ Brand Community slides/ Work on website in class- Discuss with professor personalization idea for website

Feb. 3 **Quiz on Module 4: The Fundamentals of Blogging/**Work on Blogging assignment in class

**Week 5**

Feb. 6 Work on websites in class/**Website Benchmark due by 11:59 pm**

Feb. 8Chapter 12 Developing and Maintaining Effective Websites (*Rand Z*)

Feb. 10 Finish Chapter 12/**Quiz on Module 5: Amplifying your Content with Social Media/ Blog assignments due with class discussion**

**Week 6**

***Feb. 13. Exam 1: Chapters 1, 4, 8, 5, 12, Brand Community Slides***

Feb. 15 Chapter 6 Display Advertising and other Customer Acquisition Techniques (*R and Z)*

Feb. 17 Finish Chapter 6/ **Quiz on Module 6: Enticing clicks with Calls to Action**

**Week 7**

Feb. 20 Chapter 14 **/** Google Analytics and sign up for account to link to website

Feb. 22 Finish Chapter 14/ **Quiz on Module 7: The Anatomy of a Landing Page**

Feb. 24 Peer Review of websites in class/ **Quiz on Module 8: Guiding the Next Steps with a Thank You Page/**

**Week 8**

Feb. 27 Chapter 7 Email Marketing to Build Customer Relationships *(R and Z)*/***Websites due by 11:59 pm. Canvas has assignment that must be uploaded.***

March 1 Finish 7/ **Quiz on Module 9: Sending the Right Email to the Right Person/**

March 3 Finish with Mailchimp/Email assignment due by 11:59 pm on Canvas

***Spring Break: March 6-10***

**Week 9**

March 13 Chapter 15 Social/Regulatory Issues: Privacy, Security & Intellectual Property *(R and Z)*

March 15 Finish Chapter 15 *(R and Z);*

***March 17 Exam 2: Chapters 6, 7, 14, 15, class discussion***

**Week 10**

March 20 Chapter 1 What is Social Media? *(Barker et al)/***Quiz on Module 10: The Power of Smarketing**

March 22 Chapter 2 Goals and Strategies *(Barker et al)***/Quiz on Module 11: Taking Your Sales Process Inbound**

March 24Form Groups; Present clients to students via Canvas-class and groups submit client preferences/**Quiz on Module 12: The Pillars of Delight**

**Week 11**

March 27**Hubspot Certification in class**

March 29Chapter 3 Identifying Target Audience *(Barker et al)*

March 31 Chapter 15 Social Media Plan *(Barker et al);*

**Week 12**

April 3 Chapter 14 Social Media Monitoring (Barker et al)

April 5 Additional topics presented by instructor to include social media metrics

April 7 Work on Social Media plans in class; **Status Report 1 by 11:59 pm**

**Week 12**

April 10 Chapter 4 Rules of Engagement for Social Media *(Barker et al)*

April 12 Social Media Policies/Ethics/Trolls

April 14 Work on plans/**Status Report 2**

**Week 13**

April 17 Scheduling and using a social media planning dashboard/work on plans

April 19 **Social media policy assignment due**/ work on plans

April 21 Work on plans

**Week 14**

April 24 Work on plans

April 26 Work on plans/**Group Projects due by 11:59 pm via Canvas**

**Final Exam Week**

Groups will present their Social Media Plans as an oral presentation with PPT Slides.

Presentations will be 12-15 minutes and will be timed. Points will be deducted from presentations that fall outside of this time period. Presentations will be cut off at the 15 minute mark. Formal business attire in NOT required.

**MWF 11:15 am class is scheduled for Monday, May 1 from 10:30 am to 12:30 pm**

**MWF 12:20 pm class is scheduled for Wednesday, May 3 from 10:30 am to 12:30 pm**