**Marketing 470 Strategic Internet Marketing**

**Tentative Course Outline and Schedule**

**Fall 2018**

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

**Week 1**

Jan. 7 Course Introduction/Syllabus review

Jan. 9 What is Internet Marketing?/Sign up for HubSpot Academy

Jan. 11 Copyright Infringement/ Graphical Design Standards and a Style Guide

**Week 2**

Jan 14 Article Presentations/Finish Topic/Present Project Options/Weebly Demo

Jan 16 Website Development Process/Weebly Demo

Jan 18- - Watch HubSpot Videos on your own/Class will not meet/Watch the first three modules: Inbound Fundamentals, Planning a Long Term Content Strategy, Creating a blog Post

**Week 3**

Jan 21. No Class- MLK Day

Jan 23 Continue with Website Development Process/Article Presentations/Website Decisions Due

Jan 25 Watch HubSpot Videos on your own/Class will not meet/Watch the next three modules: Creating Topic Clusters and Pillar Pages, Understanding Social Media Promotion, and Developing a Conversational Growth Strategy

**Week 4**

Jan 28 Video and Storytelling

Jan 30 Guest Lecture: Ivan Guadaramma/

Feb 1 Infographics/Buyer Personas/Article Presentations/Benchmark 1 due at 11:59 pm

**Week 5**

Feb 4 Exam 1- Material to date which includes lecture material, Terminology for Website Design, Assigned HubSpot Videos (First 6 modules)

Feb 6 Work on websites in class

Feb 8 Watch HubSpot Videos on your own/Class will not meet/Watch the next three modules: Understanding Conversions/Creating a Conversion Optimization Strategy

**Week 6**

Feb 11 Guest Lecture TTI- Courtney

Feb 13. SEO/Articles/Benchmark 2 due at 11:59 pm

Feb 15 Watch HubSpot Videos on your own/Class will not meet/Watch the next three modules: Understanding Lead Nurturing, Aligning your Marketing with Sales/Applying a Customer Marketing Approach

**Week 7**

Feb 18 Finish SEO/PPC

Feb 20 PPC/Ad Serving-Display

Feb 22 HubSpot Inbound Marketing Certification due by 11:59 pm

**Week 8**

Feb 25 Finish Topics/Retargeting

Feb 27 Exam 2 Material covered in class and in HubSpot since Exam 1

Mar 1 Articles/Work on websites/

Spring Break March 4-8

Have a fantastic break

**Week 9**

Mar 11 Social and Regulatory Issues/Privacy/Security

Mar 13 Continue topic/Article Presentations/work on websites in class

Mar 15 Work on websites in class/ Benchmark 3 due at 11:59 pm

**Week 10**

Mar 18 Testing/Usability Testing

Mar 20Finish Topics/Work on websites in class/Websites published/Install Google Analytics code-instructions on Canvas

Mar 22 Guest Lecture Mr. Doug Davidoff

**Week 11**

Mar 25 Peer Review of Websites in class

Mar 27 Measuring Website success

Mar 29. 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

**Week 12**

Apr 1 Begin Email Marketing in class/Present Website Social Media Promotion Assignment

Apr 3 Finish Topic/Articles/

Apr 5 Watch Hubspot videos on your own-Creating a High Performing Email, Understanding Email Deliverability, and Outlining the Design of your Marketing Emails

**Week 13**

Apr 8 Email Evaluation Exercise in class/ Results of Website Social Media Promotion due-discussion/ Give Students Email Capture/Mailchimp Assignment

Apr 10 Intro to Mailchimp/ Work on MailChimp Assignment in Class

Apr 12 Watch Hubspot videos on your own-Analyzing your Marketing Emails, Testing your marketing emails, and Developing Relationships with Lead Nurturing

**Week 14**

Apr 15 Exam 3 Material since Exam 2 from class lecture and HubSpot

Apr 17 Finish email assignments/Send/ Wait 3 days before looking at results and writing report

Apr 19 On your own, complete HubSpot Email Certification. Due at 11:59 pm on Canvas

Week 15

Apr 22 Email Assignments due. Bring Print out of email and report to class. I will only accept hard copies/work on websites/Website videos are due and plan to present in class.

Apr 24 Final review of Google Analytics on websites/Websites due at 11:59 pm

**Final Exam Week- Reflection Paper due by start of final-Upload to Canvas**

Groups/Individuals will present their websites as an oral presentation without. Groups will present with 2 minutes per person or a minimum of 6 minutes. Individuals will have 5 minutes. Plan your presentation.

MWF 11:15 am class final will be Monday, April 29. from 10:30 am to 12:30 pm

MWF 12:20 pm class final will be Wednesday, May 1, from 10:30 am to 12:30 pm