**CIS-1150 Introduction to Internet Marketing**

**Credits:** 3

**Course Description**

This course provides an overview of the business value of Internet marketing and ways it can be used to attract, convert, and retain online customers. Students will be introduced to the broad array of interactive marketing programs used to achieve business goals including search marketing, display advertising, email marketing, site optimization, social media, mobile marketing, and online analytics. Students will learn the key differences between Internet marketing and traditional marketing and the advantages and disadvantages of both. Topics include the critical metrics used to assess and improve marketing campaigns, including methodologies for tracking the impact of online channels such as e-mail, paid search (pay-per-click), organic search (higher page ranking in search engines), and display/banner ads.

**Essential Objectives**

* Demonstrate the techniques of Internet marketing in the context of the Marketing Mix (The 4 Ps of Product, Place, Promotion, and Price).
* Differentiate and appraise Internet marketing versus traditional marketing channels.
* Identify and discuss why organizations and consumers continue to adopt the Internet.
* Discuss the various aspects of Internet marketing including Google, Facebook, Twitter, You Tube, Internet ads, websites, and social media.
* Define the basics of good website design and interaction for marketing an organization’s products and services.
* Evaluate and examine good versus bad website design using real examples for marketing an organization’s products and services.
* Describe and demonstrate blogging basics, and the power of blogging, and how to construct and write effective blogs.
* Define popular social media marketing channels and distinguish between their strengths and weaknesses.
* Illustrate the differences between business-to-consumer (B2C) and business-to-business (B2B) Internet marketing.
* Examine the differences between PPC (Pay Per Click) and SEO (Search Engine Optimization).

**Methods:**

**This course will be primarily a hands-on course featuring reading, watching videos, and online discussion. Students will be responsible for weekly readings and videos, completing required assignments and exercises.**

**There is no final project as you will be building and tweaking your online presence and researching a product for marketing through the term. The final assignment will pull together learning through the term. If you keep up and do a good job through the term, the final assignment should be a breeze to complete.**

**Evaluation Criteria:**

**25% Class Participation  
75% Assignments and Exercises**

**Grading Criteria:**

**A+ through A-: For any work to receive an "A," it must clearly be exceptional or outstanding work. It must demonstrate keen insight and original thinking. It must not only demonstrate full understanding of the topic or issues addressed, but it must also provide a critical analysis of these. In addition, an "A" grade reflects a student's ability to clearly and thoughtfully articulate his or her learning.  
  
B+ through B-: For any work to receive a "B," it must be good to excellent work. It must demonstrate strong originality, comprehension, critical thinking, and attention to detail. In addition, a "B" grade reflects a student's ability to clearly articulate his or her learning.  
  
C+ through C-: For any work to receive a "C," it must meet the expectations of the assignment. It must demonstrate solid comprehension, critical thinking, and attention to detail. In addition, a "C" grade reflects a student's ability to adequately articulate his or her learning.  
  
D+ through D-: For any work to receive a "D," it must marginally meet the expectations of the assignment. It demonstrates minimal comprehension, critical thinking, and attention to detail. In addition, a "D" grade may reflect a student's difficulty in articulating his or her learning.  
  
F: Work that receives an "F" grade does not meet the expectations or objectives of the assignment. It demonstrates consistent problems with comprehension, organization, critical thinking, and supporting details. In addition, an "F" grade reflects a student's inability to articulate his or her learning. Students are strongly urged to discuss this grade with their instructor and advisor.**

**P: Equivalent to D (+/-) or better and therefore course will not count as credit for specific program requirements or competence area requirements.**

**NP: indicates failure to meet course objectives and/or failure to meet grading criteria for successful completion as described in the instructor's course description.**

**Textbooks:**

***Internet Marketing; Integrating Online & Offline Strategies. (3rd ed).*, , ISBN: 9781133625902, $100.95**

**Attendance Policy:**

**Official CCV Policy:  
Regular attendance and participation in classes are essential components of a student's success in college and are completion requirements for courses at CCV. Please be aware that missing more than three (3) classes will result in a non-satisfactory grade. A pattern of late arrival or early departure will constitute absence at the instructor's discretion.  
  
How this translates online:  
You are expected to log into class at least once every 48 hours.   
  
You are expected to participate in class. That means you should post questions and comments in the forum or answer questions that are posted there.  
  
You are expected to make at least 1 discussion forum post per week and 1 blog post per week. The discussion forum post can answer discussion questions, ask your own questions, or comment on other people's posts.**

**The blog post will likely be assigned, but you may also post your own reflection on what you’ve been learning in internet marketing this week and what you’re working on with your product of interest (discussed in the first class).**

**"I agree" is NOT counted as a post. A post should be at least a paragraph of text, thoughtfully written, and contain real information -- not filler blah blah stuff. As a guideline, at least 3 sentences can constitute a post, but depending on what you say or how you say it, you may need a few more sentences to convey your meaning.  
  
Be aware that class participation is 25% of your grade. If you are not posting regularly, then you are not participating in class, and there is little chance you will pass this course.**

**Faculty Contact Information:**

**Email Address: Jennifer.Kramer@ccv.edu   
Hiring Coordinator for this course: -**

**Phone: 802-257-2657**

**Notes: Please call me only in an emergency, and only between 8 AM and 8 PM. Otherwise, please email me. Questions on work should be posted in the class forum. Any questions that are of a personal nature (grades, life events impacting your work, etc) may be emailed to me.**

**Syllabus:**

**Jan 22**

* **Introductions**
* **Review** [**syllabus**](https://moodle.vsc.edu/mod/resource/view.php?id=326572)
* **Establish class email address**
* **Establish a product for which you’ll be developing a marketing plan over the term**

**Jan 29**

* **Establish a blog for the work you'll be doing this term**
* **Weekly blog post**

**Feb 5**

* **Read chapters 1 and 2**
* **Researching value chains for your product**

**Feb 12**

* **Read chapters 3 and 4**
* **Examining offline marketing techniques**

**Feb 19**

* **Read chapter 5**
* **Researching brand(s) for your product**
* **Examining video and its use in marketing**

**Feb 26**

* **Read chapter 6**
* **Advertising strategy for your product**

**Mar 5**

* **Read chapter 7**
* **Sign up for email marketing service and subscribe your classmates**
* **Generate an email newsletter**

**Mar 12**

* **Read chapter 8**
* **Comparing and contrasting SEO and PPC for your product**

**Mar 19**

* **SEO nuts and bolts**
* **SEO improvements to your blog**

**Mar 26**

* **Read chapter 9**
* **Researching and using social media for your products**
* **Register for social media site(s) and try these out**

**Apr 2**

* **Social Media reports**

**Apr 9**

* **Read chapter 12**
* **Researching website treatment of your products and comparison of sites**

**Apr 16**

* **Improving your blog to make it a better website**
* **Use techniques of choice to drive traffic to your site**

**Apr 23**

* **Report on analytics to your site**
* **Explain your strategy for using the techniques you chose, your outcomes, and why you think things turned out that way**

**Apr 30**

* **Report on how your product of interest should be marketed. I will provide a template for this report, and it will be based on all of the work you’ve done this term.**

***Please note: In order to receive accommodations for disabilities in this course, students must make an appointment to see the Americans with Disabilities Coordinator in their site and bring documentation with them.***

**Academic Honesty: CCV has a commitment to honesty and excellence in academic work and expects the same from all students. Academic dishonesty, or cheating, can occur whenever you present -as your own work- something that you did not do. You can also be guilty of cheating if you help someone else cheat. Being unaware of what constitutes academic dishonesty (such as knowing what plagiarism is) does not absolve a student of the responsibility to be honest in his/her academic work. Academic dishonesty is taken very seriously and may lead to dismissal from the College.**