Course Acronym:	BUS
Course Number:	111
Descriptive Title:	New Media Marketing
Division:	Business
Department:	Business Management
Course Disciplines:	Business, Management
Catalog Description:	This course focuses on the application of technologies when marketing to consumers and businesses. Emphasis is placed on the use of mobile technologies, apps, and websites to support strategic business goals. Content marketing, email marketing, search engine marketing, and social media are covered as part of an integrated online marketing campaign. The course also examines how digital marketing integrates with traditional marketing techniques.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	Eligibility for English 1A
Enrollment Limitation:	
Hours Lecture (per week):	3
Hours Laboratory (per week):	0
Outside Study Hours:	6
Total Course Hours:	54
Course Units:	3
Grading Method:	Letter Grade only
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	
Transfer UC:	No
Effective Date:	
General Education: ECC	
Term:	
Other:	
CSU GE:	
Term:	

Other:	
IGETC:	
Term:	
Other:	
Student Learning Outcomes:	**SLO #1 Business Model Strategies** Identify appropriate Internet business models and develop strategies to support the business model. **SLO #2 Digital Marketing Metrics** Understand how to calculate and interpret digital marketing metrics including bounce rate, customer acquisition cost, annualized run rate, and cost per conversion. **SLO #3 Content Marketing** Analyze the existing content available related to a business and develop content marketing strategies appropriate for the business and the existing content environment.
Course Objectives:	1. Search Engine Marketing - Understand how search engines work, the mechanics of paid search ranking, create a search engine marketing campaign, and evaluate its effectiveness. 2. Mobile Marketing - Develop strategies and tactics for mobile marketing campaigns, including integrating apps into lead generation and customer relationship management strategies. 3. Online Advertising - Understand the various methods of online display advertising and develop strategies appropriate to the business model and lead funnel. 4. Web Analytics - Determine the appropriate key performance indicators for different online business models. 5. Email Marketing - Design email marketing campaigns to segmented databases of permission-based prospects. 6. Social Media - Design effective social media campaign strategies and tactics. 7. Reputation Management - Implement online reputation management tactics to improve the online reputation of a brand. 8. Offline Integration - Integrate internet marketing strategies with the company's existing offline marketing mix.
Major Topics:	**I. Digital Marketing Fundamentals (4.5 hours, lecture)** A. The marketing mix & Internet marketing B. The evolution of the Internet C. Web 1.0 to 2.0 to 3.0 D. Profiles of Internet users E. The economy and the Internet F. Internet technologies and emerging technologies G. Strategic value chains and the Internet H. Value chain technologies

I. Branding and the Internet
J. Integrating online marketing with offline marketing

II. Internet Business Models and Strategies (4.5 hours, lecture)

A. Online Business Models
B. Value Propositions and Value Exchange
C. Monetization and revenue models
D. Customer lifetime value, annualized run rate, and other measures of customer value
E. Database marketing
F. The roles and relationship of marketing and information (CMO & CIO strategic partnerships)
G. Campaign strategy and creative
H. Customer segmentation and avatars

III. Customer Acquisition and List Building (3 hours, lecture)

A. Customer acquisition tools
B. Targeting and re-targeting tools
C. Online display advertising
D. Event-driven online marketing
E. Affiliate programs
F. Portal relationships
G. Viral marketing
H. Paid media

IV. Content Marketing (6 hours, lecture)

A. Native content
B. Video marketing strategies
C. Video-centric media including YouTube, Facebook, SnapChat, TikTok, Instagram, Pinterest, Periscope and others
D. V-logs and video content
E. Podcast marketing strategies
F. Podcast-centric media including iTunes, Stitcher, Libsyn, and IHeartRadio
G. Podcasts and audio content
H. Blogs and print strategies
I. Blog-centric media including Tumblr, Reddit, Medium, WordPress, Blogger, and others
J. Blogs and print content
K. Advertorials/branded content
L. Public relations through content marketing

V. Email Marketing (3 hours, lecture)

A. Email marketing strategies
B. Email marketing as a relationship tool not an acquisition tool
C. Permission marketing concepts and laws
D. Email design and copywriting
E. Targeting strategies
F. Personalization strategies

G. Customization strategies

H. Tracking and conversion metrics

VI. Search Engine Marketing (6 hours, lecture)

A. Organic search marketing

B. Paid search and pay per click campaigns

C. Integrating search and social media marketing

D. Search Engine Optimization (SEO)

VII. Social Media Marketing (6 hours, lecture)

A. Defining social media

B. Contemporary social media sites

C. Social media strategies

D. Targeting and communicating through social media

E. Engaging the audience rather than marketing to the audience

F. Social sharing and community

G. Social media conversion metrics

H. Public Relations through social media

VIII. Lead Generation (3 hours, lecture)

A. Lead generation verses demand generation

B. Online marketing funnels

C. Landing pages and microsites

D. Managing sales leads

E. Conversion paths and lead conversion

IX. Customer Relationship Management (4.5 hours, lecture)

A. CRM strategies and tools

B. Relationship development strategies

C. Customer retention strategies

D. Apps as a relationship tool

E. Customer satisfaction and service metrics

F. Customer service and support strategies

G. Customer experience

H. User design and user experience

X. Mobile Marketing (4.5 hours, lecture)

A. Digital convergence

B. Mobile device dominance in web usage and activity

C. Mobile-first strategies

D. Cell phones, tablets, and other mobile technologies

E. Apps and other mobile access tools

F. Augmented reality, barcodes, and QR codes

G. Mobile marketing campaigns

H. Integrating GPS and other mobile technologies

I. Mobile regulation and self-regulation

	XI. Effective Website Design (3 hours, lecture)
	A. Role of websites in modern online marketing
	B. Website design strategies and process
	C. Mobile-first design strategy
	D. Usability and navigation
	E. Content marketing strategies
	F. Website design tools
	G. Banner ads, interstitials, & other paid media
	H. Google Adsense integration
	XII. Measuring Internet Marketing Effectiveness (3 hours, lecture)
	A. Common online marketing metrics
	B. Usability testing
	C. Performance metrics
	D. User tracking, bounce rates, and conversion rates
	E. Conversion metrics and segmentation
	XIII. Social and Legal Issues (3 hours, lecture)
	A. Privacy concerns
	B. Security issues
	C. Data protection
	D. Dealing with data security breaches
	E. Protection of intellectual property
	F. Associated laws
Total Lecture Hours:	54
Total Laboratory Hours:	0
Total Hours:	54
Primary Method of Evaluation:	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	Find a website you think looks poor when you access the site through your phone. In a one-page paper, compare the desktop version of the site to the mobile version of the site and analyze why the site's functionality and usability are reduced when viewed on a mobile device. Identify how the company has implemented or failed to implement typical mobile-first strategies.
Critical Thinking Assignment 1:	Based on your assigned business, review the product offering and customers the 1. business attracts. Identify the needs of the target customer and the felt pain (the known problem the consumer is attempting to solve) for each customer segment. Brainstorm concepts and search terms related to those felt pains and which are likely to be searched in a search engine. Using Google's AdSense Keyplanner, identify appropriate search phrases to target. Include quantitative data for each search phrase. In a one to two page paper, analyze the customer needs, key phrases, and Keyplanner data to develop a search optimization strategy for the business.
Critical Thinking Assignment 2:	Based on your assigned business, review the product offering and customers the 1. business attracts. Identify the needs of the target customer and the felt pain (the

	known problem the consumer is attempting to solve) for each customer segment. Brainstorm concepts and search terms related to those felt pains and which are likely to be searched in a search engine. Using Google's AdSense Keyplanner, identify appropriate search phrases to target. Include quantitative data for each search phrase. In a one to two page paper, analyze the customer needs, key phrases, and Keyplanner data to develop a search optimization strategy for the business.
Other Evaluation Methods:	Completion, Homework Problems, Matching Items, Multiple Choice, Reading Reports, Term or Other Papers, True/False, Written Homework
Instructional Methods:	Demonstration, Group Activities, Lecture, Multimedia presentations
If other:	
Work Outside of Class:	Problem solving activity, Required reading, Study
If Other:	Prepare online marketing campaigns
Up-To-Date Representative Textbooks:	Mary Lou Roberts and Debra Zahay. Internet Marketing 5th Edition, Cengage, 2023 Print ISBN: 9780357720738 eText ISBN: 9780357720783
Alternative Textbooks:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite:	
Category:	
Requisite course(s): List both prerequisites and corequisites in this box.	
Requisite and Matching skill(s):Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
Requisite course:	
Requisite and Matching skill(s):Bold the requisite skill. List the corresponding course objective under each skill(s).	

Requisite Skill:	Eligibility for English 1A
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	**This course involves reading college level textbooks, developing projects, and answering essay questions. A student's success in this class will be enhanced if they have these skills.** Summarize, analyze, evaluate, and synthesize college-level texts. Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Joshua Troesh
Date:	10/31/2016
Original Board Approval Date:	06/18/2018
Last Reviewed and/or Revised by:	Joshua Troesh
Date:	10/31/2016
Last Board Approval Date:	12/19/2022