JEFFERSON COLLEGE

COURSE SYLLABUS

MGT220
WEB MARKETING
3 Credit Hours

Prepared by
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MGT220 WEB MARKETING

I. CATALOGUE DESCRIPTION

A. Pre/Co-requisite: MGT150 Marketing with a “C” or better; Reading proficiency
B. 3 Credit Hours
C. Web Marketing explores how the Internet has become an indispensable tool for business and the role that Web sites play in marketing products and services. Emphasis will be given to integrating online and offline strategies (F,S,O).

II. EXPECTED LEARNING OUTCOMES / ASSESSMENT MEASURES

| Identify Internet technologies for business use | Online assignments, quizzes on which students demonstrate their understanding of various Internet technologies available for business |
| Describe the different business models | Online assignments, quizzes on which students demonstrate their understanding of different business models |
| Describe online branding | Online assignments, quizzes on which students demonstrate their understanding of online branding |
| Identify email marketing techniques | Online assignments, quizzes on which students demonstrate their understanding of email marketing techniques |
| Develop a social media marketing site | Online assignments and project on which students demonstrate their understanding of the creation of a Facebook page for a business |
| Create a simple web page for a business | Online assignments and project on which students demonstrate their understanding of the creation of a simple web page |
| Identify strategies for customer service excellence | Online assignments, quizzes on which students demonstrate their understanding of the strategies for customer service excellence |
| Design a mobile marketing plan for a business | Online assignments, quizzes and project on which students demonstrate their understanding of how to develop an effective mobile marketing plan |

III. OUTLINE OF TOPICS

A. Internet Marketing as Part of the Marketing Communications Mix
   1. Evolution of the Internet
   2. Internet Marketing Paradigm
3. Internet Infrastructure Stack
4. Profile of the Internet and Its Users
5. Strategic Drivers of the Internet Economy

B. Internet Value Chain
1. Strategic Value Chain Concepts
2. The Supply Chain
3. The Value Chain
4. Enabling Value Chain Technologies
5. The RFID Figure
6. The Benefits of Business Integration

C. Business Models and Strategies
1. Understanding Business Models
2. The Value Proposition
3. Identifying Business Models
4. The Future of Business Models

D. Direct Response and Database Foundations of Internet Marketing
1. Internet as a Direct Response Medium
2. Generic Direct Marketing Strategies
3. The Role and Importance of Customer Lifetime Value
4. Testing Direct Response Programs
5. The Database Imperative
6. The Power of Data Mining
7. The Hierarchy of Interactive Strategies

E. Online Branding and Video Marketing
1. Marketing Effectiveness in the Age of New Media
2. Consumer Media Habits in the Internet Age
3. The Effectiveness of Online Advertising and Promotion
4. Building Internet Brands
5. Video Marketing

F. Display Advertising and Other Customer Acquisition Techniques
1. Internet Customer Acquisition Tools
2. Online Advertising
3. Online Ad Serving and Targeting
4. Miscellaneous Acquisition Techniques

G. Email Marketing to Build Consumer and Business Relationships
1. Email Marketing
2. Levels of Permission Marketing
3. Developing an Email Marketing Campaign
H. Search Marketing: SEO and PPC
   1. The Growing Impact of Search
   2. The World of Search
   3. Search Engine Marketing
   4. Specialty Search

I. Social Media Marketing
   1. The Explosion of Social Network Use
   2. Which Businesses Use Social Media Marketing?
   3. Developing a Social Media Marketing Strategy
   4. Executing SMM Strategies
   5. Social Media Marketing Metrics

J. Lead Generation and Conversion in Business to Business Models
   1. What is Lead Generation?
   2. The Lead Generation and Management Process
   3. Lead Generation and Management Issues

K. Customer Relationship Development and Retention Marketing
   1. The Importance of CLV
   2. Strategic CRM
   3. Developing CRM Strategy
   4. The Processes of CRM – Operational and Analytical
   5. Emerging Issues – Apps and Social CRM
   6. The Costs and Failure Rate of CRM Systems Projects
   7. The CRM Vision – Seamless Customer Experience

L. Developing and Maintaining Effective Websites
   1. The Role of Websites
   2. The Website Development Process
   3. Creation of a Website
   4. Providing a Rewarding Customer Experience
   5. Website Costs

M. Customer Service and Support in Web Space
   1. The Importance of Customer Service and Satisfaction
   2. The Evolution of Customer Service Strategy
   3. Creating Strategies for Service Excellence
   4. Themes in Strategic Customer Management
N. Measuring and Evaluating Web Marketing Programs
   1. Marketing Effectiveness
   2. The Importance of Marketing Metrics
   3. Usability Testing
   4. Enterprise Metrics for Evaluating Websites
   5. Measuring Website Traffic, Audiences, and Campaigns
   6. Segmentation and Conversion Metrics

O. Social and Regulatory Issues: Privacy, Security and Intellectual Property
   1. The Role of Trust in Facilitating Internet Activity
   2. Data Protection and Privacy on the Internet
   3. Consumer Data Security Breaches
   4. Protection of Intellectual Property in the Digital Age

P. Mobile Marketing and Related Developments
   1. Consumer Adoption of Technology Innovations
   2. Strategic Drivers of Mobile Marketing
   3. Developing Mobile Marketing Campaigns
   4. The Mobile Tools in Action
   5. Location-Based Marketing
   6. Industry Self-Regulation
   7. Digital Convergence

IV. METHOD(S) OF INSTRUCTION

   A. Lecture
   B. Class Discussion
   C. Online Exercises
   D. Projects

V. REQUIRED TEXTBOOK(S) WITH PUBLICATION INFORMATION

   Roberts and Zahay, (2013), Internet Marketing, South-Western, (Current Edition)

VI. REQUIRED MATERIALS (STUDENT)

   Computer with Internet Access
VII. SUPPLEMENTAL REFERENCES

Online articles

VIII. METHOD OF EVALUATION (BASIS FOR DETERMINING GRADE)

A. Online Quizzes 160 points
B. Web Page Project 100 points
C. Facebook Project 100 points
D. Mobile Marketing Plan 100 points
E. Online Discussions 80 points
Total 540 points

A = 576-640
B = 512-575
C = 448-511
D = 384-447
F = 383 and below

IX. ADA AA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Library phone 636-481-3169).

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College website, http://www.jeffco.edu).

XI. ATTENDANCE STATEMENT

Regular and punctual attendance is expected of all students. Any one of these four options may result in the student being removed from the class and an administrative withdrawal being processed: (1) Student fails to begin class; (2) Student ceases participation for at least two consecutive weeks; (3) Student misses 15 percent or more of the coursework; and/or (4) Student misses 15 percent or more of the course as defined by the instructor. Students earn their financial aid by regularly attending and actively participating in their coursework. If a student does not actively participate, he/she may have to return financial aid funds. Consult the College Catalog or a Student Financial Services representative for more details.
The U.S. Department of Education mandates that students be made aware of expectations regarding coursework to be completed outside the classroom. Students are expected to spend substantial time outside of class meetings engaging in academically related activities such as reading, studying, and completing assignments. Specifically, time spent on academically related activities outside of class combined with time spent in class meetings is expected to be a minimum of 37.5 hours over the duration of the term for each credit hour.