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### BMKT 420.02: Integrated Online Marketing

Mario Schulzke

University of Montana - Missoula, [mario.schulzke@umontana.edu](mailto:mario.schulzke@umontana.edu)

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# BMKT 420 - Integrated Online Marketing

Instructor: Mario Schulzke

Class time: TR - 12:40 to 2 p.m.

Classroom: GBB 108

Office: 327 Brantly

Office hours: by appointment

- Digital syllabus location: <http://geni.us/syllabus>
- Twitter account for this class: [@fourteenideas](https://twitter.com/fourteenideas)
- Course website: [14ideas.com](http://14ideas.com)

## Important:

Fill out this survey by the end of week 1. You need to do this to get access to our project management system, our blog and our YouTube channel.

<http://geni.us/420survey>

## Learning objectives and outcomes

At the end of this course, students will:

- understand key developments and concepts driving the new world of marketing.
- demonstrate a thorough understanding of behavioral theories as they relate to consumers and be able to apply that theory to real-world, hands-on situations.
- be able to manage the digital marketing process to create value for the organization and stakeholders.
- develop the quantitative and analytical skills necessary to employ these metrics in solving today's marketing problems.

Upon completion of the course, participants will have a strong understanding of today's marketing landscape from which to design, analyze and optimize digital marketing campaigns.

## Preliminary Topics

### ***Week 1: Consumer behavior, now and then***

How are you shopping in 2015? How are you consuming entertainment? What about the news? And how do these consumer behaviors impact today's marketing?

### ***Week 2: The past and future of media***

Learn about the history of media. What is the business model supporting media and how will it change based on changing consumer habits?

### ***Week 3: The 4Ps and why they're more important than ever***

Product, Place, Price and Promotion are traditionally referred to as the four Ps of marketing. However, when many people think of marketing, they just think of the promotional p. This line of thinking is now more wrong than ever.

### ***Week 4: Lifetime value and customer acquisition costs***

Determining lifetime value and customer acquisition costs are the two most important metrics of modern marketing. Learn how to estimate and build campaigns around them.

### ***Week 5: Growth Hacking – an iterative approach to online marketing***

Marketing is a lot more like running a tech startup than anything else. Learn about the need for shorter planning cycles and iterative execution in marketing.

### ***Week 6: Online Marketing Strategies – How to gain traction on the Internet***

OK, so how do you actually generate interest for a product or services? This week offers an overview of the various marketing strategies available to the contemporary online marketer.

### ***Week 7: Search Engine Marketing***

A deep dive into search engine marketing – both pay-per-click advertising and search engine optimization.

### ***Week 8: Content - Words, visuals and video***

Nowadays anyone can build an audience via the creation of content. If my neighbor can start a YouTube channel and wield larger audiences than all newspapers in the state of Montana combined, what are the implications for marketing?

### ***Week 9: Social media. Now and next.***

What role does social media play in marketing? Hint, it's not "just" promotion.

### ***Week 10: Web analytics - a crash course***

Google Analytics isn't the only Web analytics provider, but it's the most widely used one and it's free. There are a number of other simple analytics tools that we'll take a look at.

### ***Week 11: Conversion optimization***

Driving traffic to a website is great, but it does you no good when nobody is converting to a sale. Conversion optimization is the process of refining the user experience to increase sales and overall conversions.

### ***Week 12: Mobile and apps. Will the Internet go away?***

If more and more of your time is spent in apps, then what happens to the Internet as we know it?

### ***Week 13: The future of branding***

*If it's not with expensive television commercials and print ads, how do you build and manage a world-class brand in 2015?*

### ***Week 14: How to build a business in the future?***

A lot of the concepts you will learn in this course can be applied to both existing and new businesses. But what if you build the perfect business that fully leveraged today's revolutionized media habits, consumer behaviors and the technologies driving it? Let's think about how to build that business.

## **Reading**

Follow [@fourteenideas](#) on Twitter, where new lessons and readings are posted.

Weekly class modules will be posted on [14ideas.com/course/mktg/](http://14ideas.com/course/mktg/).

Regardless of your research topic, you need to read this book. It comes out Oct. 6. We will have lots of discussions in class about it.

<http://geni.us/tractionbook>

## **Assignments/Grading**

### **Digital Research report**

Write a 3,000-word research report about the topic assigned to you. Research a topic, gather data and then write a report articulating your observations, thoughts and opinions on the topic. The theme should be

very future-focused. What will these industries and topics look like in 3 years, 5 years and 10 years? In addition, write a 400-word synopsis and a 20-slide slideshare presentation. Your work might be published on [14ideas.com](http://14ideas.com) or on [futureofmktg.com](http://futureofmktg.com) at the end of the semester or in the future.

Your number/topic:

- 1 - The future of consumer behavior
- 2 - The future of media
- 3 - The future of online marketing
- 4 - The future of search
- 5 - The future of content
- 6 - The future of social media
- 7 - The future of mobile
- 8 - The future of branding

The report is due Dec. 2.

Grade: 30% of overall

There is a Trello board set-up for each topic. This is where I encourage you to share research, data and articles with your peers. Part of your grade will be seeing how actively you're participating on that specific Trello board.

### Unbelievably Blog post

Write a blog post on unbelievably about a topic of your choice. You will ultimately be graded by the amount of traffic your post drives, so study up on past successful blogs. Everything will be measured through Google Analytics. Once you have analyzed your traffic, send me an email with a justification of what your grade should be. Please use past blog posts as a guide when assessing your own grade. Part of the overall grade will be how smart and accurate your assessment is.

Grade: 15% of overall

This blog post has to be completed between now and Oct. 30.

### Recorded Skype Interviews

Conduct and record three video Skype interviews of thought leaders in marketing. I would suggest you try and focus on people who're experts in the niche you're already researching (consumer behavior, media, online marketing, search, content, social media, mobile and branding). Record each interview and write a 500-word summary about the lessons.

The goal is to explore what kind of predictions and advice these experts have about the future of marketing.

The videos will be uploaded to YouTube and then shared on [futureofmktg.com](http://futureofmktg.com)

This site should serve as a template and inspiration: <http://humblepied.com/>

You will be graded based on the reputation of the interviewees, the quality of the interviews and the information learned.

Grade: 10% for each; 30% of your total grade.

All these interviews have to be completed and uploaded to YouTube and futureofmktg.com by Nov. 30.

## Participation

Coming to class is mandatory. If you can't make it, you have to email me prior. Unexcused absences lead to immediate reductions in grade.

25% of overall grade.

## Grade breakout

Digital Research report: 30%

Futureofmktg.com interview: 30%

Participation: 25%

Unbelievab.ly post: 15%

## Important dates

Oct. 30: last day to publish your Unbelievab.ly post

Nov. 30: last day to publish your FutureofMktg.com interviews

Dec. 2: Digital Research report due

## The fine print

### Code of Conduct

All students must practice academic honesty. It is the student's obligation to be familiar with the Student Conduct Code, especially as it pertains to academic misconduct (cheating, plagiarism, etc.), which is available online at [http://life.umt.edu/vpsa/student\\_conduct.php](http://life.umt.edu/vpsa/student_conduct.php). *Please note that it is a form of academic misconduct to submit work that was previously used in another course.*

Please carefully acknowledge any kind of "borrowing" that you do. This means not only borrowed wording *but also ideas*. Acknowledgement of whatever is not one's own original work is the proper and honest use of sources. Failure to acknowledge whatever is not one's own original work is plagiarism." *ALWAYS* err on the side of caution by citing the resources used in preparing your work. Moreover, *always* use direct quotations for exact wording taken from another source.

## Email Communication

Feedback from recruiters and others indicates that students need more practice in writing professional email messages. As a result, I expect all of your email correspondence with me to be professionally appropriate and grammatically correct (including proper punctuation, capitalization, spelling, etc.). They should begin with a proper salutation and end with proper concluding acknowledgement (a thank you, sincerely, etc.). Thank you for your attention to continuing your efforts on professional communication. I respond to all email messages I receive *during the workweek*. If you need a response to an issue faster than I can get to it on email, please feel free to reach me at my office: 243-2323.

## Conduct

As is the case in most organizations, your attendance and promptness are expected. Coming late, leaving early, coming and going during class, talking to classmates, reading the newspaper, etc. create distracting interruptions both to me and your classmates. Please make sure your cell phones are turned off. Laptops can be distracting when used during class.

## Semester Grading

Your final letter grade in the class is based upon the distribution of total points at the end of the semester. Plus/minus grading will be used for final grades on the following scale.

93 - 100%: A

90 - 92%: A-

A = Demonstrates thorough, sophisticated understanding of the subject, displays mastery of online marketing strategies, answers were supported with compelling logic, critical insights, careful attention to detail; communicated with professional/excellent oral and written communication skills.

87 - 89%: B+

83 - 86%: B

80 - 82%: B-

B = Good understanding of the material (possible occasional oversight of key facts issues) and/or minor issues with clear/concise written/ oral communication; lacks supporting detail/sophisticated insights.

77-79%: C+

73-76%: C

70-72%: C-

C = Basic/rudimentary comprehension of terms (possibly some inaccuracies); unclear communication skills that need significant attention/improvement.

67-69%: D+

63-66%: D

60-62%: D-

D = Lack of knowledge/proficiency with class concepts and/or inability to communicate your degree of learning about class material.

Below 60% F = Dereliction of class responsibilities.