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BMKT 420.01: Integrated Online Marketing

Leland D. Buck

University of Montana, Missoula, leland.buck@mso.umt.edu

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BMKT 420 – Elective Marketing Course

Integrated Online Marketing

Spring Semester, 2016

8:10 – 9:30 Monday & Wednesday

Jan 25, 2016 - May 13, 2016

Gallagher Business Building 106

Instructor: Leland Buck
Office: GBB 348 – 7
Phone: 719-357-8644 (cell – leave message)
Email: leland.buck@mso.umt.edu
I will generally respond to all work-week emails within 24 hours, usually much more quickly.

Office Hours: Mon. & Wed. 9:30 – 10:30 and by appointment

Course Prerequisite: Marketing 325 – Principles of Marketing

If you have not taken Marketing 325, you have not completed core requirements.

If this is the case, you should not be registered for this class. Marketing 343 is strongly recommended, but not required.

Other Required Readings: Regular readings in the form of handouts or links to online readings will be assigned and provided in class or via download from course website.

Other Required Resources:

- *Daily access to the internet and regular access to a computer and printer*
- *Jing (free) or other screen capture software*
- *PicMonkey.com graphics software (or Photoshop or other software of your choice)*
- *MailChimp (free edition) – You will create an automatically delivered email.*
- *Domain (you will need to purchase – roughly \$5 – \$15 depending on vendor/special promos used). Note: Do NOT buy a domain name until instructed to do so in class.*
- *Hosting (you will need to purchase hosting for four months – roughly \$40). Note: Do NOT get hosting prior to receiving instructions to do so in class.*
- *Facebook Business Page (free) – We will set this up in class. You will need to have a personal FB account to set up the FB fan page –OR– be able to use someone else's account (with their permission, of course) to set up a fan page.*
- *Facebook Ad Account (< funding is optional – to build traffic to your page and/or website)*
- *Linked In (free) – You will set up and build out a Linked In account for your own professional use.*
- *DropBox (free) – For file sharing related to this course.*

To Successfully Complete this Course, You Must...

- Attend all classes. We will start promptly at 8:10 on the dot. Do NOT be late to class. Attendance is taken at the beginning of class by circulated sign-in sheet. If you don't sign the sheet, you are considered absent.
- Turn assignments in during class on the day due (emailed assignments will not be accepted without prior approval)
- Take assignments seriously and do NOT get behind in the course. (See grading rubric below.)
- Be proactive. Work in advance, anticipate problems, do not wait until the last minute.

- Be self-sufficient. Review notes, explore options, search Google. Do not just call me to “fix.”
- If you believe these requirements are unfair or unrealistic given your personal circumstances, please drop the course immediately or be prepared to earn a low grade. Staying current and attending regularly is absolutely mandatory to get an A or B in this course.

Course Approach

Integrated Online Marketing is a 400-level elective marketing course intended to introduce students to some of the most important and relevant online marketing and social media concepts and tools in 2016. It is designed to be an extremely “hands-on” course, with a great deal of learning derived from actually “doing.” Because many marketing techniques, and the tools used to complete them, will be explained and demonstrated during class, it is imperative that students attend each class session. **Without regular attendance, you will not be able to complete this course successfully.**

In-class meeting time is largely lecture/discussion and demonstration format. Your participation in discussion and Q&A is expected.

As a 400 level course (available for graduate credit for approved graduate students), students in this course are expected to be highly motivated, self-reliant, and proactive problem solvers.

As this field is fast changing and ever evolving, there is no formal textbook for this course. In lieu of a formal text, students will be actively following the HubSpot Marketing blog and other readings as posted on the course website. (Daily reading of 2-3 blog posts is mandatory.) There will be several pop quizzes given randomly throughout the semester covering HubSpot blog posts and topics covered in class.

In addition, students will be provided with a number of topical handouts and online resources that will augment and integrate with required “text” and blog readings. Selected online videos will also be assigned for viewing. A course website is provided specifically for this course.

It is imperative that students realize that this course is extensively “hands-on.” Instead of exams that cover theory and concepts, students will actually complete a number of independent projects that require personal application of online marketing skills and techniques introduced in class. See the day-by-day syllabus for assignments and due dates. Details of each assignment will be presented in class and posted on the website.

There will also be a final “client” project in which students will complete an online marketing communications analysis for a local business and then prepare a “proposal style” paper that presents recommendations to the client to move their business forward in the online world.

Finally, please expect adjustments to the syllabus from time to time. While I will try to adhere as closely as possible, we may periodically need to adjust the schedule. Modifications of assignments or other adjustments will be announced in class.

Recommended tip: Because many assigned projects will be based around in-class demonstrations and associated lecture, they are essentially like “on the job training.” For that reason, it is imperative that you plan to attend every class. It is also *highly* advised that you team up with a buddy or two. Not only can you assist one another with notes in the event of an unavoidable missed class, you will also be able to bounce ideas off each other and potentially assist one another with assignments.

Please take note:

1) Students need to give 100% to this course to be successful. The instructor will not spend time outside of class assisting students who miss class and then need help completing assignments. It is your responsibility to

be in class, and when missed, to secure notes and assistance from your classmates. (It is also expected that you not abuse the “buddy system” – your classmates have every right to deny you assistance if absences are frequent.) Of course, in the event that students have attended class, have tried to work through challenges, and still have difficulties, I’m here to help.

2) If you don’t feel the style of instruction, nature of the assignments, or expectations of this course are a good fit for you, I completely understand. Please drop the course immediately so that you can obtain a full refund.

My Expectations of You

- i. Come to class on time and remain in the classroom until class is finished. If you must leave early, please let me know in advance and seat yourself close to the door to minimize disruption.
- ii. Respect the instructor and other students. Do not talk while someone else is speaking. Keep cell phones on mute or vibrate. (Please, also no sleeping, texting, or being otherwise disengaged.)
- iii. Keep computers, tablets, and cell phones put away during class unless otherwise specified by the instructor – no in-class use.
- iv. Keep current with your assignments. Each day’s lectures and in-class demonstrations will be built upon prior material so it is imperative that you keep up with assignments.
- v. Participate in class discussions and applications exercises. Applying what you learn is much more valuable than simply memorizing material for a quiz. Take an active role in applying what you learn by sharing your thoughts, asking relevant questions, and being a productive member of the class. If you have a question, it’s likely others do as well. Please ASK!
- vi. Complete assignments on time and turn them in during class. *Late assignments will be docked one letter grade.* Multi-page assignments must be stapled. You are only given credit for work you turn in. If work is incomplete, you will be graded on what was submitted.
- vii. Work through your assignments carefully and approach each with the idea that you are solving problems. Look at things from different angles before determining your course.. While I am here to assist and I will give you a good deal of direction in class and through the resources provided, I will expect that you seek solutions and make a sincere attempt to work through challenges *prior* to contacting me for assistance. *Please do not contact me until you have used all problem solving skills and resources available to you. My first question to you will be: “What have you already tried?”* A goal of this course is to teach you to be self-sufficient. In the online and social media world things change frequently. There will be no one to hold your hand once you leave this class. Learn to search online for answers and be creative in trouble-shooting prior to coming to me. If you still need help I’m here.
- viii. Attend class regularly. Pop quizzes and in-class assignments will occur unannounced. If you miss class, you are potentially missing points. Also, in-class demonstrations related to upcoming assignments will not be repeated if you miss class. Missing class will most likely affect your grade.
- ix. That you complete papers and any outside homework assignments professionally (i.e. neat, organized, run through spell-check, etc.). Grading on these assignments will not simply be on content,

but on professional presentation as well. In this course you are learning to become a professional marketer who will be competing for jobs and career advancement opportunities in a competitive environment. This means learning to write like a marketing professional. Professional presentation includes: use of proper spelling, use of appropriate grammar, use of a professional writing tone and style, and application of marketing terms that are relevant to the assignment at hand.

Grading

I work very hard to be fair in grading. Just as I expect you to turn assignments in on time and to fully participate in the course, I will work diligently to grade and return items to you in a timely manner. What you get out of this course will be directly related to what you put into it. Although I will teach and provide support, I will not hold your hand – be proactive and be a problem solver.

Final grades are determined by understanding and application of course material as measured by:

Development Tool Assignments	250 points
Blog Assignments	300 points
Social Media Assignments	150 points
Pop Quizzes / In-Class Exercises / Participation	100 points
Evaluation write-up	50 points
Client Proposal Paper	<u>150 points</u>
Total Points Possible	1000 points

Attendance factor: At the end of the term, the following attendance calculations will be made based on the number of classes each student has attended:

5 absences will result in a 75 point reduction.

8 absences will result in an 150 point reduction.

Students with more than 10 absences are not likely to pass this course.

Work not turned in before the end of class on the date due will be considered late. Doing your best work within deadlines is critical, particularly in this field. Only work turned in on-time has the potential to be A-work. Late work can still be turned in, but is only eligible for 80% of the points. Work turned in on-time that gets less than 80% for some reason can be redone at any time and re-submitted for regrading. This work can receive up to 80% of the original points.