2020

Internet Marketing

Javier O. Garcia
CUNY City College

MCA 361 – Internet Marketing

Course Information:

Course number & section:	MCA 361 3GH – Internet Marketing
Term:	2020 Spring
Meeting times:	Wednesdays @ 6:30PM – 9PM
Location:	Shepard Hall, Room 462
Prerequisites & co-requisites:	MCA 209: Intro to Public Relations
	MCA 210: Intro to Advertising

Instructor's Information:

Name:	Javier Garcia
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Credits:	3.0
Office Hours:	By Appointment (Before/After Class & Online)

Course Description

This course provides a semester-long look at the internet as a marketing medium. Through the study of case studies, past and recent articles, trend forecasts and other immersive experiences, this course will offer students a deeper understanding of the rise and role of internet and its vast landscape of mediums and platforms as a marketing communications medium and content delivery vehicle. Students will immerse themselves in the language and practices of internet marketing, analyzing the best practices (and not so best practices) of leading Fortune 500 and smaller, scrappier brands and demonstrate their proficiency in their underlying practices and principles through a series of projects, exams and presentations.

Course Objectives & Outcomes

This course should enable students to:

1. Research, analyze, demonstrate a clear understanding of internet marketing strategies implemented by brands and their agencies through case study evaluation and observation of visible practices
2. Understand the internet-based media and communications experience from the perspectives of both the consumer and the client/agency
3. Demonstrate a clear understanding of concepts, terminology and language related to internet marketing
4. Demonstrate a clear understanding of the appropriateness of how, when and why leveraging internet-based communications can be an effective strategy
5. Critique and analyze past, present, and projected industry trends reading major trade publications (Ad Age, Adweek, The Drum, Campaign, etc.)
6. Develop and present a clear rationale for a communications strategy that includes – but is not limited to – an internet marketing component, with a clear understanding as to how, when, and why to use specific applications, platforms, and other online distribution methods

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Required Text

NOTE: This is a Zero Textbook Cost (ZTC) course, so there will be no materials to buy for this class. A PDF copy of the text will be made available via Blackboard.

eMarketing: The Essential Guide to Marketing In A Digital World
Rob Stokes and the Creative Minds of Red & Yellow
ISBN: 978-0-620-78058-2

Attendance and Lateness

MCA 361 policy adheres to the official school policy on attendance & lateness from the CCNY Bulletin:

Students are expected to attend every class session of each course in which they are enrolled and to be on time. ***An instructor has the right to drop a student from course for excessive absence.*** *Students are advised to determine the instructor's policy during the first class session.*

Each instructor has the right to establish his or her own policy, but students should be guided by the following general College policy: In courses designated as clinical, performance, laboratory or field work courses, the limit on absences is established by the individual instructor. For all other courses, the number of hours absent may not exceed twice the number of contact hours the course meets per week. When a student is dropped for excessive absence, the Registrar will enter the grade of WU.

Being present is an ESSENTIAL part of succeeding in this class, just as it is essential in the workplace. Attendance will be taken at the beginning of every class. Absence from class without prior notice and justification submitted in writing to the professor will be marked as unexcused. **Because this course only meets once a week, more than two unexcused absences will result in a warning, beyond which may lead to disciplinary action.**

Participation Policy

- Unauthorized use of electronics (smartphones, etc.) during class is strongly discouraged, unless otherwise requested.
- Laptop/tablet use in class – including for note taking– is allowed, however, students are expected to be present and engaged in class discussions and exercises to receive full participation credit.

Accessibility / Student Disability Services

The AccessAbility Center/Student Disability Services ensures equal access and full participation to all of City College's programs, services, and activities by coordinating and implementing appropriate accommodations. If you are a student with a disability or other condition and may believe you would benefit from classroom and/or assignment or exam accommodations or other accessibility services, **please visit the office in NAC 1/218, or contact AAC/SDS via email (disabilityservices@ccny.cuny.edu), or phone (212-650-5913 or TTY/TTD 212-650-8441).**

Assignments & Tests

- Writing assignments will may include analysis of industry trends and campaigns, in addition to conceptualization of unique strategies and campaigns as it relates to course topics.
- **All written assignments must be submitted VIA Blackboard ONLY** matching the following specs:
  - **Microsoft Word .doc or docx**
  - **8½ x 11 page size**
  - **Times New Roman at 12pt**
  - **Double-spaced**
  - **1" margins**
- **All presentations MUST be submitted via Blackboard ONLY.**
  - One submission per team
  - Presentations must be exportable to either PPT, PPTX or PDF. Emailed presentations and live links are NOT acceptable.
  - PowerPoint and Google Slides are preferred for exporting compatibility. Apple Keynote and Prezi not recommended.
  - Barring extreme circumstances, ALL students are expected to be present and speak.
- **ALL assignments must be uploaded to Blackboard by end of day on the due date given**
  - **Emailed assignments WILL NOT BE ACCEPTED or reviewed**
- Additional assignments and extra credit opportunities may include attending public or on campus events and lectures, visiting exhibits and public resource centers, or viewing various television programs and films, to complement course topics.
- There will be a midterm and final exam, unless otherwise directed.
- Special accommodations can be made for students registered with the AccessAbility center (see previous section) or other strenuous circumstances, with sufficient prior notice and documented need.

Late and Missing Assignments

ALL assignments are to be submitted by end of day on the assigned due date. Late assignments will be penalized one letter grade per day late. There will be no make-ups on exams or quizzes. Missing deadlines will impact your final grade.

Academic Integrity

The University has a published policy on academic integrity that may be found at:
http://www1.ccny.cuny.edu/current/integrity.cfm
Ignorance of this policy is no excuse. A student who cheats or plagiarizes may incur academic and disciplinary penalties, including failing grades, suspensions or expulsion.

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Grade Breakdown + Rubric

20%: Midterm
40%: Homework & Projects
40%: Attendance & Participation

Letter Grade	Grading Criteria
A	• Submitted on time on Blackboard • Little to no typos or technical/grammatical writing errors • Adheres perfectly to formatting standards & expectations • Professional tone & clear expression of thoughts • Relevant, persuasive & clearly researched/cited content
B	• Submitted on time or late on Blackboard • Minor typos/technical errors that may distract from / diminish the work • Adheres closely to format standards, with some errors • Needs minor corrections and edits related to content/subject matter • Message is overall relevant and presented clearly, but with some faults
C	• Work submitted to Blackboard excessively late • Typos, grammatical and formatting issues are clearly present • Tone is excessively casual, or otherwise lacking professionalism • Message has merit but is unfocused and not well thought out
D/F	• Work submitted excessively late or not at all • Excessive typos and grammatical errors showing lack of self-editing • Work does not acknowledge formatting expectations • Unfocused, unrelated, and/or poorly structured content • Submitted haphazardly or as if to simply "check off boxes"

Course Outline

The below course outline and calendar offer an overview of the topics and assignments to be covered over the course of the semester and is subject to change.

Week #	COURSE OUTLINE + SAMPLE TOPICS	ASSIGNMENT / READING
Week 1 W 1/29	*Introductions / Syllabus Review / Internet Marketing Strategy & Context*	*READ: Chapter 2, 3 and 4*
Week 2 W 2/5	*Understanding Online Consumer Behavior: Data-Driven Decision Making + Market Research	Project Brief*	*WORK on Project*
WED 2/12	*NO CLASS – Work on project*	*WORK on Project*
Week 3 W 2/19	*In-Class Project Presentations*	*READ: Chapter 7*
Week 4 W 2/26	*Mobile Channels & Apps*	*READ: Chapter 8 & 11*
Week 5 W 3/4	*Search Engine Optimization (SEO) & Search Engine Marketing (SEM)*	*READ: Chapter 12 & 15*
Week 6 W 3/11	*Online Advertising (OA / Display Advertising) & Content Marketing*	*STUDY for Midterm*
Week 7 W 3/18	*MIDTERM*	*READ: Chapter 13, 16 & 17*
Week 8 W 3/25	*Social Media – Paid, Unpaid, And Platform-Driven Strategies*	*READ: Chapter 18*
Week 9 W 4/1	*Digital Direct Response – Email, Mobile, and More*	*READ: Chapter 5, 6, 10*
Week 10 TUESDAY 4/7	*UX & Web Development Design + eCommerce	PROJECT BRIEF*	*WORK on Project*
W 4/8+15	*NO CLASS	Work on Project*	*WORK on Project*
Week 11 W 4/22	*In-Class Presentations*	*READ: Chapter 20 & 21*
Week 12 W 4/29	*Analytics & Optimization*	*READ: Chapter 9*
Week 13 W 5/6	*Creative Strategies in an Increasingly Digital World*	*REVIEW for Final*
Week 14 W 5/13	*Final Review*	*REVIEW for Final*
FINALS WEEK	*Final – TBD date and time (during Finals Week)*	*TBD*