MKTG 476 : Internet Marketing
SPRING 2015 Course Syllabus

Instructor: Holly Berkley
Time: T/TH 12:00-1:50pm
Classroom: GMCS 329

Email: hollyb@berkweb.com
Office: Business Administration Building (EBA) Room 337D

Course Description

This course will teach students about the uses of Interactive marketing in today’s business world through discussion and sharing of real world examples and case studies to help students understand how today’s businesses are using the digital communications to reach their business and marketing goals. Students will leave the course with a working knowledge of how to create and implement strategic Internet Marketing, Mobile Marketing and Social Media Campaigns as well as how to measure the success of those campaigns. Although Interactive marketing trends and technology are constantly evolving, this course will give any future business owner or marketing manager the background and understanding necessary to make informed and educated decisions regarding the marketing strategy of a company online.

BSBA Program Goals
BSBA students will graduate being:
- Effective Communicators
- Critical Thinkers
- Able to Analyze Ethical Problems
- Global in their perspective
- Knowledgeable about the essentials of business

MKTG 476 contributes to these goals through its student learning outcomes as outlined below.

Student Learning Outcomes

At the end of this course students should be able to:

1. Summarize key historical media, technology, and marketing milestones.

2. Recognize terminology referencing the infrastructure of digital networked environment, interface design, online consumer behavior, online advertising/communication, social media, and industry leaders/organizations.

3. Produce persuasion based multi-media and design interactive communication units.

4. Develop, monitor, and assess digital networked communication/marketing campaigns.
5. Interpret, integrate and critique analyses and predictions regarding social, cultural and economic trends and transformations related to the digital networked environment.

**Textbooks (Required Reading)**

- **The Social Media Advantage: An Essential Handbook for Small Business**, By Amanda Walter & Holly Berkley (Published by Self-Counsel Press)
- **Low Budget Online Marketing For Small Business, 3rd Edition** By Holly Berkley (Published by Self-Counsel Press)
- **Online Articles (to be announced)**

**Assignment and Evaluations**

Grading will be based on a combination of exams, projects, presentations and class participation. Due dates are listed in the course calendar. Below is the breakdown of points for each item. **Please be sure to attend class on the date the exams are scheduled. There will be no make-up exams.**

**Class Participation & Projects**

- There will be a total of 4 Tests, covering all material discussed in class to date, including information in student presentations, and any reading material assigned. Exams 1-3 are worth 15 points each, while the final exam is worth 20 points. (65 points total / 65% of grade)
- Mini-Assignments/Presentations/Class Participation - 10 Points (10% of grade)
- Final Project - 25 Points (25% of Grade)

**Class Grading Scale**

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<td>A-</td>
<td>92-90</td>
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*Please note, the final grades are just that: Final. Please do not ask me to bump up your grade at the end of the semester.*

**Mini-Assignments / Class Participation**

Because Internet Marketing trends and technology are constantly evolving; we can all learn a tremendous amount from each other. Therefore, this is meant to be an interactive class and I am very
interested in how you use digital media. Attendance and contribution to class discussion is important and counts towards your participation grade.

Throughout the course, there will be several mini-assignment opportunities. Mini-assignments are meant to be shared with the class. You will not get credit for your mini-assignment if you do not attend class on the day it is due, or do not present to class.

Presentations should be approximately 5-7 minutes long.

A list of topics available for your mini-projects, as well as deadlines for each will be given to you. Each project is worth 5 points. Choose which topics are of most interest to you. You can not earn more than 10 points.

**Final Project**
You will be creating an Internet Marketing plan for an actual company. – More details and deadlines will be handed out during class and posted on blackboard.

**Class Calendar**
A detailed calendar of what to expect during each class will be posted on blackboard.

*If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that I cannot provide accommodations based upon disability until I have received an accommodation letter from Student Disability Services. Your cooperation is appreciated.*