Course Code & No. - Section: MKTG 350 - Section 1
Course Title (Credits):   Online & New Media Marketing (3)
Term & Year: Fall 2015
Course Ref. No. (CRN):   80163

Instructor: Rick Winfield, BA, MBA
Phone(s):   x7582 (best to email first to arrange a call)
Email: rwinfield@sierranevada.edu
Office: TCES 2nd Floor
Office Hours: MW 10:00-11:00 a.m. & T 10:00-2:00 p.m.

Class Meeting Time: TR 2:30 - 3:45 a.m.
Location: PRIM 214

Prerequisites (from Catalog)**:**   MKTG 201
Corequisites (from Catalog)**:**   none

Course Description

The last two decades have brought new communications channels to our world. This has brought new opportunities and challenges to the business world. In this course, you will learn how this new media fits with the overall marketing plan and how they should be used to enhance the goals of the organization. We will also examine risks and dangers of this new media and how it should not be used.

Student Outcomes

Upon successful completion of this course, a student will be able to:

1. Identify and be familiar with key digital marketing tools and concepts

2. Identify similarities and differences between traditional marketing tools and digital marketing tools

3. Weigh the positives and negatives of key digital marketing tools for the value of a given marketing challenge

4. Build a basic digital marketing plan

5. Become familiar with tracking tools for analyzing website and marketing campaign success

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:

1. Class Preparedness/Participation

2. Case Study/Exercise Write-up

3. Group Debate

4. Closed book midterm exam; and

5. Closed book final Exam. The final examination date is **not** negotiable; students need to plan their Winter break accordingly.

Instructional Strategies

Class time will be split in half. The first class of each week will be a lecture on a specific topic in digital marketing. The second class of each week will be spent discussion a Case Study or working on an Exercise. The course makes use of the *Moodle* course management system.

Required Texts and Materials

There is no required textbook for this class. All required readings will be posted online to the Moodle course management system.

Attendance
While attendance will not be taken, 40% of the student's grade is based on Case Study/Exercise/Debate participation and write-ups. Achieving high marks on these will be impossible for students that don't attend class each week and/or regularly show up late or leave early.

Class Requirements
All students are required to bring a laptop computer to each class meeting. Cell phones and pagers must be turned off or set to 'silent mode.' Personal use of technology during class will have a significant negative impact on the class participation portion of your grade.

Sanctions for Cheating and/or Plagiarism

The Honor Code

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

> 1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

> 2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

> 3rd Offense: Student is expelled.

Grading Policy

1. Case Study/Exercise Participation & Write-ups (40%)
2. Group Debate (10%)
3. Midterm Exam (20%)

4. Final Exam (30%)

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

The Sierra Nevada College Mission Statement:

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts   Professional Preparedness

Entrepreneurial   Thinking Sustainability

Class Schedule

This is the initial planned class schedule. The instructor reserves to the change this schedule, please be sure to check Moodle and your email regularly for updates.

8/18	Course Overview & The History Of Digital and New Media Marketing
8/20	Case Study: Hotmail.com
8/25	Online Business Models, Lean Marketing Funnel, & Analytics
8/27	Exercise: Develop a lean marketing funnel
9/1	Word of Mouth & The Hooked Model
9/3	Case Study: Tinder
9/8	Writing for the Web (Blogging, Native Ads, Email)
9/10	Exercise: Blog Post & Email Follow-Ups

9/15	Search Engine Optimization (SEO) & Marketing (SEM)
9/17	Exercise: SEO & SEM Lab
9/22	Crowdfunding/Crowd Sourcing
9/24	Case Study: KickStarter
9/29	Paying to Advertise on the Internet
10/1	Case Study: AdRoll
10/6	Comparison Shopping, Deal Sites, & Review Sites
10/8	Case Study: Yelp vs Groupon
10/13	Midterm Review
10/15	Midterm Test - In class, closed book
10/20	Review Midterm Intro to Web 2.0
10/22	Amplifying Your Content with Social Media
10/27	Debate: Facebook vs Twitter
10/29	Taking Advantage of Up and Coming Platforms
11/03	Debate: Pinterest vs Instagram
11/05	Is texting the next big opportunity (WhatsApp, SnapChat, WeChat, Facebook Messenger, etc.)
11/10	Debate: Messaging Apps
11/12	Return to Email
11/17	Unique Digital Business Models
11/19	Case Study: Radiohead
11/24	Thanksgiving Week - NO CLASS
11/26	Thanksgiving Week - NO CLASS
12/1	Wrapping Up
12/3	Final Exam Review
12/11	EXAM 11:30 – 2:30 **(ABSOLUTELY NO EXCEPTIONS/NO RESCHEDULE)**