

**VANCOUVER ISLAND UNIVERSITY**  
**Faculty of Management – Business – viu.ca/marketing**  
**MARKETING 430: ONLINE MARKETING**  
**FALL 2017**

Vancouver Island University acknowledges and thanks the Coast Salish nations of the Snuneymuxw, Tla' Amin, Snaw-Naw-As and Cowichan for allowing us to teach, learn, live and share educational experiences on the traditional territories of these nations.

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**Lecture / Lab:** Wednesday 5:30 – 8:30pm **Location:** B255 R150

**Office hours:** Wednesday 1:00 – 3:00pm and Thursday 10:00am – noon. Or by appointment.

**Prerequisite:** MARK 260 and MGMT 230

**Course overview:** A study of the way in which marketers leverage new technologies to devise powerful marketing strategies. Topics include online behaviour, the internet and the marketing mix, online PR, web analytics, search marketing, interactive marketing communications, email and viral marketing, and planning and designing the web customer experience.

**Course learning outcomes:** Upon successful completion of this course, the student will demonstrate:

- an understanding of the ways in which the internet impacts marketing practice
- a good grasp of the methods of measuring and evaluation of online marketing activities, and in particular the use of web analytics
- familiarity with the processes and best practices involved in planning, designing, implementing, and operating a web presence
- an understanding of how social media is used to help meet marketing and PR goals
- an understanding of the difference between, and the most effective uses of, search engine optimization and search marketing
- a grasp of best practices for the use of email and mobile technologies for marketing purposes
- the ability to problem solve, and to plan, an internet marketing campaign

**BBA learning outcomes:** **Critical thinking and problem solving:**

- Critically assess a marketing problem and have the ability to recommend a viable solution.
- Select appropriate marketing tools and evaluation methods to meet marketing goals
- Demonstrate initiative, and the ability to self-manage topical research

**Technical skills:**

- Demonstrate advanced computer literacy and information literacy skills within the context of the online marketing profession

**Communication skills:**

- Demonstrate the ability to select and use audience-appropriate media and communication methods to a high standard

**Professional integrity:**

- Understand and embrace the ethical challenges of the online environment and the professional obligations of marketers in that space
- Demonstrate adherence to academic ethical standards.

**Embracing challenge:**

- Experiment with and assess new marketing media

**Course materials and resources:** Course website: <http://versoe.ca/viu-class-resources/mark430/>

There is no print textbook for this course, but use of the **required readings and other materials on the course website** is an integral part of the learning experience.

**Methods of evaluation:** The final grade is based on the following:

Assignment	Weighting %	Due date
Writings & video blog posts on internet marketing	35	September 15 <sup>th</sup> , September 29 <sup>th</sup> , October 6 <sup>th</sup> , October 20 <sup>th</sup>
Team project report - internet marketing campaign	45	Report due Friday, December 1st, 4:30pm.
Team presentation – internet marketing campaign	10	Wednesday November 29 during class time
Participation (based on in-class exercises)	10	Throughout the semester
TOTAL	100%	

**Referencing:** Faculty of Management (Business) requires the APA style of referencing for academic papers. Resources for using APA are available from the VIU Writing Centre (Library, Room 474). You can find their hours of operation and access to online student resources (including tutorials and a printable Quick Guide) at: <http://sites.viu.ca/writingcentre/>.

**English standards:** Assignments must be free of spelling, punctuation and grammatical errors. Assignments containing such errors will be penalized (i.e. mark deductions).

**Accommodation:** Students with documented disabilities requiring academic and/or exam accommodation should contact Disability Services in Building 200.

**Grading scale:**

Grades will be assigned according to the following scale:

A+	90 – 100%	B	72 – 75%	C-	55 – 59%
A	85 – 89%	B-	68 – 71%	D	50 – 54%
A-	80 – 84%	C+	64 – 67%	F	<50%
B+	76 – 79%	C	60 – 63%		

**Academic misconduct:**

Academic misconduct includes, but is not limited to, giving and receiving information during any test or exam, using unauthorized sources of information during any test; plagiarizing; fabrication, cheating, and, misrepresenting the work of another person as your own, facilitation of academic misconduct, and under certain conditions, non-attendance.

Plagiarism will not be tolerated. You must reference your work and acknowledge sources within-text citations and a complete list of references. This includes direct and indirect quotes, diagrams, charts, figures, pictures and written material.

For group projects, the responsibility for academic integrity, which can result in academic misconduct and its resulting penalties, rests with each person in the group and sanctions would be borne by each member.

**Class policy on assignments:**

Extensions on assignment due dates will be granted only on medical or compassionate grounds and will not be granted because of work or other commitments or because of technology failures. Requests for extensions must be made in writing to the professor prior to the due date. Medical certificates or other evidence must be attached and must contain information that justifies the extension sought.

Late assignments that have not been granted an extension will, at the professor's discretion, be penalized by ten per cent (10%) of total marks from the mark that would otherwise be awarded for each full day overdue. Assignments more than 2 days late will not be accepted (this includes weekends and holidays).

**WEEKLY SCHEDULE – SEE COURSE WEBSITE FOR CLASS RESOURCES**

<http://versoe.ca/viu-class-resources/mark430/>

<b>Week</b>	<b>Topics</b>	<b>Read / watch</b>
<b>1</b> Sept 4 - 8	Introduction to internet marketing and the requirements of the course. Internet properties and the implications for marketing.  Digital marketing channels. Owned, earned and paid media	See course website
<b>2</b> Sept 11 - 15	Demographic and behavioural targeting (tracking digital to physical) Gaining trust online: Law, ethics, privacy	See course website
<b>3</b> Sept 18 – 22	Getting found: Domain names  Getting found: Optimizing web site content for search engines (SEO).	See course website
<b>4</b> Sept 25 – 29	Getting found: User names, hashtags, and SEO for social media  Social media - authentic customer engagement	See course website
<b>5</b> Oct 2 - 6	Search advertising (Pay-Per-Click)	See course website
<b>6</b> Oct 9 – 13	Internet display advertising and paid media on social  Demographics and market research	See course website
<b>7</b> Oct 16 – 20	eMail marketing	See course website
<b>8</b> Oct 23 – 27	Mobile marketing. Bridging the physical and digital worlds in marketing (augmented reality, mobile payments, location awareness)	See course website
<b>9</b> Oct 30 – Nov 3	Social media - managing and measuring earned media	See course website
<b>10</b> Nov 6 – 10	Website analytics and customer behaviour: understanding needs and measuring marketing success	See course website
<b>11</b> Nov 13 – 17	Planning a customer-focused web presence: the hub of "owned" media	See course website

<b>12</b> Nov 20 – 24	Content marketing and native advertising	See course website
<b>13</b> Nov 27 – Dec 1	Presentations	