Course Overview
This course introduces the Internet and related technologies as they have come to be used for the marketing, selling, and distribution of goods and services. The course includes discussions of both B2B and B2C and looks at marketing and communications from an integrated, business-wide perspective. The goal is to appreciate principles, and practice of online marketing. The following major topics will be covered: Innovative Marketing Strategy, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Email Marketing, Social Media Networks and Social Media Marketing, Web Analytics, and Web Monitoring. Students will be completing a practical online marketing project involving the above topics.

Introduction
This course explores the nature of internet commerce and online marketing and the profound effect on the way marketing is viewed and practiced today. The execution of information-laden transactions between two or more parties, using inter-connected networks, is changing the very nature of the ways customers react and the manner in which business is transacted today. Conventional marketing has changed forever in the sense that one cannot visualize any organization not using the Internet to promote their business. It could range from something as simple as having a web site to leveraging techniques such as "marketing to the social web." The course examines ebusiness and online marketing strategies, structures, and processes, and provides a comprehensive assessment of the marketing models that are being designed to meet the challenges of this new environment. It also focuses on media other than the desktop for marketing purposes—using the cell phone or other technologies for instance. Students create a web site or use an existing web site to study its SEO, SEM, and web metrics with Google Analytics.

Course Learning Objectives
Online marketing has changed marketing as we know it. This course provides information on online marketing as is practiced today and focuses on futuristic trends as well. This is a hands-on course. Students will learn by actively demonstrating the key concepts presented. Students will be creating a project to learn actively and to demonstrate their knowledge. There are case studies and discussions.

The goal of the course is to provide an overview of the following concepts:

- Appreciate the impact of ecommerce and its impact on innovative marketing.
- Comprehend innovative marketing principles and implement an innovative marketing strategy.
- Understand Search Engine Optimization (SEO), and how to design web pages and web content that is ranked highly by search engines like Google.
- Understand how to leverage social media for marketing and for ranking web sites.
- Master key concepts pertaining to: Search Engine Marketing (SEM) and the related concepts of Keyword Bid Management (adWords).
- Gather business intelligence from web page visits and web metrics using web analytics.
Required Text

Search Engine Optimization: An Hour a Day (get latest edition)
By Jennifer Grappone and Gradiva Couzin
Publisher: John Wiley & Sons
Don't get EBOOK. Don't get Used Book
Note: This edition should include a $25.00 Google Adwords giftcard.

Grading

Term Project 50% of the total grade
Homework and Discussions: 25% of the total grade
Final 'Proctored' Examination 25% of the total grade

Contact Information
adminsc@bu.edu

Academic Honesty

The course is governed by the Academic Conduct Committee policies regarding plagiarism (any attempt to represent the work of another person as one's own). This includes copying (even with modifications) of a program or segment of code. You can discuss general ideas with other people, but the work you submit must be your own. Collaboration is not permitted.

For the full text of Academic Conduct code please visit: http://www.bu.edu/met/for-students/met-policies-procedures-resources/academic-conduct-code/

Homework & Project

The actual assignments will vary from instructor to instructor. The term project however is consistent from semester to semester. You are asked to optimize a new or existing website so that it shows up on the first page of Google for various keywords relevant to the sponsor. You will create a strategic online marketing plan, do email marketing, search engine marketing and gather analytics data. See http://www.ad737.com for sample course resources and sample term projects. See sample outline below.
Course Outline

There will be no classes on two occasions. We will inform you of these in the first class. These will be online session dates. The professor will assign videos of lectures to watch and participate in discussions.

The following outline is tentative and subject to change.

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<th>Lecture No. &amp; Topics</th>
<th>Readings</th>
<th>Discussion Topics</th>
<th>Milestones &amp; Assignments</th>
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<td>Lecture 1 - Introduction to Innovative Marketing</td>
<td>Grappone, Ch. 1</td>
<td>1. <em>Introduce Yourself</em></td>
<td>Milestone 1 Due</td>
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<td>Lecture 2 - Marketing Strategy</td>
<td>Grappone, Ch. 2</td>
<td>2. &quot;Internet Marketing and New Marketing-related Careers&quot;</td>
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<td>Lecture 3 - Creating Your Web Site</td>
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<td>Lecture 5 - Researching Keywords for Search Engines</td>
<td>Grappone, Ch. 3, 4</td>
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<td>Lecture 6 - Search Engine Optimization:</td>
<td>Grappone, Ch. 5, 6</td>
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<td>Lecture 7 - Introduction to Social Media</td>
<td>Grappone, Ch. 7 <em>Let’s Talk</em>, Jansch Zarrella, Ch. 1-5 (recommended reading)</td>
<td>5. <em>Wedding Expo Fraud</em></td>
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<td><em>Let’s Talk</em>, Jansch Zarrella, Ch. 7-11 (recommended reading)</td>
<td>6. <em>Digital Dirt</em></td>
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<td>Lecture 9 - Email Marketing</td>
<td><em>Email Marketing, A MailChimp Field Guide Getting Started with MailChimp</em></td>
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<td>Grappone, Ch. 8 <em>Google AdWords Reptile Super Show Case Study</em></td>
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<td>Grappone, Ch. 9, 10 <em>Google Analytics web site</em></td>
<td>8. <em>Term Project URL Posting</em></td>
<td>Term Project Due</td>
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<td>Lecture 12 - Course Summary</td>
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