

Foothill College
Computer, Technology & Information Systems Division
COIN72 Internet Marketing
Spring Quarter, 2011

Course Information: COIN72.01W 4 units: meets online in spring quarter 2011
Instructor: Robert D. Cormia

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Course description: This course is an introduction to Internet marketing, with an emphasis on techniques that you will employ to develop a strategy to promote traffic to your website, increase sales, or increase awareness about a new product. In this hands-on course you'll learn to use meta tags, XML sitemaps, understand how Search Engine Optimization (SEO) works, and effective ways to increase traffic and increase sales. This is an intermediate level course, and assumes you have a working knowledge of HTML/XHTML, have an operational website, and a basic knowledge of e-commerce.

The course covers Internet marketing techniques, marketing strategy development, marketing campaigns, gorilla marketing tactics, and technology skills from XML sitemaps to RSS to Web analytics. In addition to the hands on exercises, you'll also do directed research and navigation on the Web, a form of 'competitive analysis', to see how successful companies promote products, services, and websites. Learn effective Internet marketing techniques and strategies for promoting Web commerce, including email marketing, metadata tagging, Search Engine Optimization (SEO), XML sitemaps, and competitive analysis and strategy development. There is an introduction to Social Media, buzz and experiential marketing, and mobile marketing. This course is an intermediate level e-commerce course.

I generally open up all lessons at the start of the class, and you will have about two or more weeks to complete each lesson. It is your responsibility to monitor the ETUDES Assignments links for the due dates and specified times for submission of homework and to check the Announcements and Discussion area for updates or revisions to the course content and schedule. Once a homework link has expired, you may not be able to get full credit for your assignment even if it is uploaded to the Web. Please do not request extensions for submitting homework unless you have a **real** emergency.

Assignments: Each week your assignments will be due on the date and time specified in the ETUDES-NG ASSIGNMENT LINK for that assignment. Any assignment turned in after the due date may not be accepted, or it may be considered late and marked down up to one full grade. Please read the Homework Submissions page carefully, as it will give you some important tips. You may be dropped from the course if you miss two or more homework submissions. I can only assign points in ETUDES-NG through the appropriate submission fields for each assignment. I understand that the first couple of weeks you will have a lot of information on the ETUDES-NG interface in addition to your Internet marketing course work, so I am flexible during this time and am very available to help you be successful early on in the course. ***So don't worry, I'm here to help you.*** Please review Foothill College's Academic Dishonesty page with a link to our Academic Honor Code for Internet Based Courses.

Lab Activities: There are weekly lab activities where you will explore your environment, and you will keep track of marketing and advertising messages from TV, radio, print, as well as the Internet. These lab exercises will help you understand multi-channel marketing, as well as how direct email and Web marketing are used to drive traffic into a website and help convert prospects to completed sales.

Grading: is based on assignments, forums postings and code reviews, final project / portfolio, and hard work. Each assignment is worth 15 points, with 50 points for the final assignment. It is not unusual to receive a few extra points for extra effort, and the grading is set so that if you struggle with the SEO assignment (Google Webmaster Tools and Analytics) you can still get a decent grade in the course.

A = 180 points to 200 points (90% or more)

B= 160 to 179 points (80% to 89%)

C= 140 to 159 points (70% to 79%)

D=120 to 139 points (60% to 69%)

F = < 100 points (less than 60%)

I may withdraw you if I don't see progress for a number of weeks, and / or if you do not respond by email within five business days to an inquiry about your status. Please keep me informed if you are 'away from class'. There are no incomplete grades available in this class, so please stay up to date.

Approximate schedule:

Week 1 – Course introduction, logging into ETUDES, marketing review

Week 2 – Marketing basics, terminology

Week 3 – Brand identity, creating a message

Week 4 – Website comparison / experience

Week 5 – Web marketing tools, direct email marketing

Week 6 – Search, places, AdSense

Week 7 – Google webmaster tools, sitemap, analytics, SEO

Week 8 – Experiential and buzz marketing, CRM, Experience Economy

Week 9 – Social media, SMO, Facebook, Twitter

Week 10 – Marketing strategy and campaigns, ROI

Week 11 – Marketing plans, integrated business plan

Week 12 – Mobile technology and the future of marketing

Textbook – Web Marketing All-in-One Desk Reference for Dummies -

<http://www.amazon.com/Marketing-All-One-Reference-Dummies/dp/0470413980/> that can be purchased in our bookstore or online. I may offer some white papers to read to reinforce strategy

Office hours: I am generally available one hour before class in the evening (when taught hybrid), and by appointment Monday (late afternoon). Please ask questions in the ETUDES forums, or if critical, email me for the fastest response (rdcormia@earthlink.net) or by office phone 650.949.7456. My home office number is printed in the footer of my email; you may use it if you need an urgent issue to be resolved, **but please call only during normal business hours.** I respond to almost all emails (with proper subject lines containing COIN72 with a meaningful topic) within one business day, and I expect about the same of you. I really enjoy solving problems by email, so that's the very best method of contact and dialog.