



# El Camino College

## COURSE OUTLINE OF RECORD - Approved

### I. GENERAL COURSE INFORMATION

**Subject and Number:** Business 74  
**Descriptive Title:** New Media Marketing

**Course Disciplines:** Management

**Division:** Business

**Catalog Description:** This course focuses on the application of technologies when marketing to consumers and businesses. Emphasis is placed on the use of mobile technologies, apps, and websites to support strategic business goals. Content marketing, email marketing, search engine marketing, and social media are covered as part of an integrated online marketing campaign. The course also examines how digital marketing integrates with traditional marketing techniques.

**Conditions of Enrollment:**

**Recommended Preparation**  
English 82  
AND  
English B

**Course Length:** ☒ Full Term ☐ Other (Specify number of weeks):  
**Hours Lecture:** 3.00 hours per week ☐ TBA  
**Hours Laboratory:** 0 hours per week ☐ TBA  
**Course Units:** 3.00

**Grading Method:** Letter  
**Credit Status** Associate Degree Credit

**Transfer CSU:** ☒ Effective Date: Proposed  
**Transfer UC:** ☐ No

**General Education:** \_\_\_\_\_  
**El Camino College:** \_\_\_\_\_  
**CSU GE:** \_\_\_\_\_

## IGETC:

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## II. OUTCOMES AND OBJECTIVES

**A. COURSE STUDENT LEARNING OUTCOMES (The course student learning outcomes are listed below, along with a representative assessment method for each. Student learning outcomes are not subject to review, revision or approval by the College Curriculum Committee)**

1. SLO 1: Business Model Strategies – Identify appropriate Internet business models and develop strategies to support the business model.
2. SLO 2: Digital Marketing Metrics – Understand how to calculate and interpret digital marketing metrics including bounce rate, customer acquisition cost, annualized run rate, and cost per conversion.
3. SLO 3: Content Marketing – Analyze the existing content available related to a business and develop content marketing strategies appropriate for the business and the existing content environment.

The above SLOs were the most recent available SLOs at the time of course review. For the most current SLO statements, visit the El Camino College SLO webpage at <http://www.elcamino.edu/academics/slo/>.

**B. Course Student Learning Objectives (The major learning objective for students enrolled in this course are listed below, along with a representative assessment method for each)**

1. Search Engine Marketing – Understand how search engines work, the mechanics of paid search ranking, create a search engine marketing campaign, and evaluate its effectiveness.  
Other (specify)  
Written project
2. Mobile Marketing – Develop strategies and tactics for mobile marketing campaigns, including integrating apps into lead generation and customer relationship management strategies.  
Other (specify)  
Written project
3. Online Advertising – Understand the various methods of online display advertising and develop strategies appropriate to the business model and lead funnel.  
Other (specify)  
Exam
4. Web Analytics – Determine the appropriate key performance indicators for different online business models.  
Other (specify)

Written project

- 5. Email Marketing – Design email marketing campaigns to segmented databases of permission-based prospects.

Other (specify)

Written project

- 6. Social Media – Design effective social media campaign strategies and tactics.

Other (specify)

Written project

- 7. Reputation Management – Implement online reputation management tactics to improve the online reputation of a brand.

Written homework

- 8. Offline Integration – Integrate internet marketing strategies with the company’s existing offline marketing mix.

Written homework

**III. OUTLINE OF SUBJECT MATTER (Topics are detailed enough to enable a qualified instructor to determine the major areas that should be covered as well as ensure consistency from instructor to instructor and semester to semester.)**

Lecture or Lab	Approximate Hours	Topic Number	Major Topic
Lecture	4.5	I	Digital Marketing Fundamentals <ul style="list-style-type: none"><li>A. The marketing mix &amp; Internet marketing</li><li>B. The evolution of the Internet</li><li>C. Web 1.0 to 2.0 to 3.0</li><li>D. Profiles of Internet users</li><li>E. The economy and the Internet</li><li>F. Strategic value chains and the Internet</li><li>G. Value chain technologies</li><li>H. Branding and the Internet</li><li>I. Integrating online marketing with offline marketing</li></ul>
Lecture	4.5	II	Internet Business Models and Strategies <ul style="list-style-type: none"><li>A. Online Business Models</li><li>B. Value Propositions and Value Exchange</li><li>C. Monetization and revenue models</li><li>D. Customer lifetime value, annualized run rate, and other measures of customer value</li><li>E. Database marketing</li><li>F. The roles and relationship of marketing and information (CMO &amp; CIO strategic partnerships)</li><li>G. Campaign strategy and creative</li></ul>

			H. Customer segmentation and avatars
Lecture	3	III	Customer Acquisition and List Building <ul style="list-style-type: none"><li>A. Customer acquisition tools</li><li>B. Targeting and re-targeting tools</li><li>C. Online display advertising</li><li>D. Event-driven online marketing</li><li>E. Affiliate programs</li><li>F. Portal relationships</li><li>G. Viral marketing</li><li>H. Paid media</li></ul>
Lecture	6	IV	Content Marketing <ul style="list-style-type: none"><li>A. Video marketing strategies</li><li>B. Video-centric media including YouTube, Facebook, SnapChat, Periscope and others</li><li>C. V-logs and video content</li><li>D. Podcast marketing strategies</li><li>E. Podcast-centric media including iTunes, Stitcher, and IHeartRadio</li><li>F. Podcasts and audio content</li><li>G. Blogs and print strategies</li><li>H. Blog-centric media including Tumblr, Reddit, Medium, and others</li><li>I. Blogs and print content</li><li>J. Advertorials/branded content</li><li>K. Public relations through content marketing</li></ul>
Lecture	3	V	Email Marketing <ul style="list-style-type: none"><li>A. Email marketing strategies</li><li>B. Email marketing as a relationship tool not an acquisition tool</li><li>C. Permission marketing concepts and laws</li><li>D. Email design and copywriting</li><li>E. Targeting strategies</li><li>F. Personalization strategies</li><li>G. Customization strategies</li><li>H. Tracking and conversion metrics</li></ul>
Lecture	6	VI	Search Engine Marketing <ul style="list-style-type: none"><li>A. Organic search marketing</li><li>B. Paid search and pay per click campaigns</li></ul>

			C. Integrating search and social media marketing
Lecture	6	VII	<p>Social Media Marketing</p> <ul style="list-style-type: none"><li>A. Defining social media</li><li>B. Contemporary social media sites</li><li>C. Social media strategies</li><li>D. Targeting and communicating through social media</li><li>E. Engaging the audience rather than marketing to the audience</li><li>F. Social sharing and community</li><li>G. Social media conversion metrics</li><li>H. Public Relations through social media</li></ul>
Lecture	3	VIII	<p>Lead Generation</p> <ul style="list-style-type: none"><li>A. Lead generation verses demand generation</li><li>B. Online marketing funnels</li><li>C. Landing pages</li><li>D. Managing sales leads</li><li>E. Conversion paths and lead conversion</li></ul>
Lecture	4.5	IX	<p>Customer Relationship Management</p> <ul style="list-style-type: none"><li>A. CRM strategies</li><li>B. Relationship development strategies</li><li>C. Customer retention strategies</li><li>D. Apps as a relationship tool</li><li>E. Customer satisfaction and service metrics</li><li>F. Customer service and support strategies</li><li>G. Customer experience</li></ul>
Lecture	4.5	X	<p>Mobile Marketing</p> <ul style="list-style-type: none"><li>A. Digital convergence</li><li>B. Mobile device dominance in web usage and activity</li><li>C. Mobile-first strategies</li><li>D. Cell phones, tablets, and other mobile technologies</li><li>E. Apps and other mobile access tools</li><li>F. Augmented reality, barcodes, and QR codes</li><li>G. Mobile marketing campaigns</li><li>H. Integrating GPS and other mobile technologies</li><li>I. Mobile regulation and self-regulation</li></ul>
Lecture	3	XI	<p>Effective Website Design</p> <ul style="list-style-type: none"><li>A. Role of websites in modern online marketing</li></ul>

			B. Website design strategies and process C. Mobile-first design strategy D. Usability and navigation E. Content marketing strategies F. Website design tools G. Banner ads, interstitials, & other paid media H. Google Adsense integration
Lecture	3	XII	Measuring Internet Marketing Effectiveness A. Common online marketing metrics B. Usability testing C. Performance metrics D. User tracking, bounce rates, and conversion rates E. Conversion metrics and segmentation
Lecture	3	XIII	Social and Legal Issues A. Privacy concerns B. Security issues C. Data protection D. Dealing with data security breaches E. Protection of intellectual property F. Associated laws
Total Lecture Hours		54	
Total Laboratory Hours		0	
Total Hours		54	

IV. PRIMARY METHOD OF EVALUATION AND SAMPLE ASSIGNMENTS

A. PRIMARY METHOD OF EVALUATION:

Substantial writing assignments

B. TYPICAL ASSIGNMENT USING PRIMARY METHOD OF EVALUATION:

Find a website you think looks poor when you access the site through your phone. In a one page paper, compare the desktop version of the site to the mobile version of the site and analyze why the site’s functionality and usability are reduced when viewed on a mobile device. Identify how the company has implemented or failed to implement typical mobile-first strategies.

### **C. COLLEGE-LEVEL CRITICAL THINKING ASSIGNMENTS:**

1.

Based on your assigned business, review the product offering and customers the business attracts. Identify the needs of the target customer and the felt pain (the known problem the consumer is attempting to solve) for each customer segment. Brainstorm concepts and search terms related to those felt pains and which are likely to be searched in a search engine. Using Google's AdSense Keyplanner, identify appropriate search phrases to target. Include quantitative data for each search phrase. In a one to two page paper, analyze the customer needs, key phrases, and Keyplanner data to develop a search optimization strategy for the business.

2. Based on your assigned business, complete a review of existing serialized content marketing efforts on the web including video, blogs, and podcasts. Write a one to two page analysis of the existing content available which is related to the business. Then, develop a strategy to use content marketing for the business. Identify the specific niche content strategy you suggest, any affiliate strategies you will use, and/or any sponsorship strategies you will use. Explain the reasoning behind your strategy.

### **D. OTHER TYPICAL ASSESSMENT AND EVALUATION METHODS:**

Reading reports

Written homework

Homework Problems

Term or other papers

Multiple Choice

Completion

Matching Items

True/False

Other (specify):

Prepare advertising campaign

### **V. INSTRUCTIONAL METHODS**

Demonstration

Group Activities

Lecture

Multimedia presentations

**Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.**

**VI. WORK OUTSIDE OF CLASS**

- Study
- Required reading
- Problem solving activities
- Other (specify)
- Prepare online marketing campaigns

**Estimated Independent Study Hours per Week: 6**

**VII. TEXTS AND MATERIALS**

- A. UP-TO-DATE REPRESENTATIVE TEXTBOOKS**  
Jeff Larson and Stuart Draper. Internet Marketing Essentials. Stukent, 2016.  
Mary Lou Roberts and Debra Zahay. Internet Marketing. 3rd ed. Cengage, 2013.
- B. ALTERNATIVE TEXTBOOKS**
- C. REQUIRED SUPPLEMENTARY READINGS**
- D. OTHER REQUIRED MATERIALS**

**VIII. CONDITIONS OF ENROLLMENT**

**A. Requisites (Course and Non-Course Prerequisites and Corequisites)**

Requisites	Category and Justification
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**B. Requisite Skills**

Requisite Skills
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**C. Recommended Preparations (Course and Non-Course)**

Recommended Preparation	Category and Justification
Course Recommended Preparation AND English-82	
Course Recommended Preparation English-B	

**D. Recommended Skills**

Recommended Skills
Demonstrate rules of English grammar, mechanics, and usage. Construct clear and concise sentences. Read financial information such as a credit report, personal budget, and insurance documents with comprehension. Demonstrate study and test-taking techniques. ENGL B -



Apply appropriate strategies from the writing process to create, compose, revise, and edit drafts, incorporating feedback from one-on-one tutorials.

ENGL B -

In assigned writing, use a variety of sentence types and edit them for correct grammar, appropriate word choice, and accurate spelling

ENGL 82 -

Discuss elements of a book-length text orally or by means of journals, summaries or compositions.

ENGL 82 -

Employ basic study skills and reading strategies to explain at the literal level the content of a text.

ENGL 82 -

Employ basic critical thinking skills such as distinguishing fact from opinion, making valid inferences, and formulating implied main ideas.

E. Enrollment Limitations

Enrollment Limitations and Category	Enrollment Limitations Impact
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Course created by Joshua Troesh on 10/31/2016.

BOARD APPROVAL DATE: 06/18/2018

LAST BOARD APPROVAL DATE:

Last Reviewed and/or Revised by Joshua Troesh on 10/31/2016