GROSSMONT COLLEGE

Official Course Outline

BUSINESS 147 – SOCIAL MEDIA AND INTERNET MARKETING

1. Course Number Title Semester Units Semester Hours

BUS 147 Social Media and 3 3 hours lecture: 48-54 hours

Internet Marketing 96-108 outside-of-class hours 144-162 total hours

2. Course Prerequisite

None

Corequisite

None

Recommended Preparation

A “C” grade or higher or “Pass” in Business 146 and CSIS 132 or equivalent.

3. Catalog Description

This course will provide students with skills to achieve online marketing success in social media and integrate their Web presence with offline traditional marketing methods. The course will provide students with a basic working knowledge of methods used to help drive traffic to a web site, as well as attract visitors and turn them into customers. Students will develop search engine optimization skills and explore search engine marketing, social media marketing, affiliate marketing, directory submission, and email marketing. Students will learn how to compete in new internet marketing channels, employ market research, acquire traffic, and track visitor trends.

4. Course Objectives

The student will:

a. Examine the background and history of the World Wide Web.

b. Evaluate domain and hosting options.

c. Create web content, links and shopping carts

d. Investigate and analyze search engine optimization and keywords

e. Explore contextual ads and pay-per-click systems

f. Develop and participate in social media exploring different channels

g. Explore affiliate marketing

h. Launch and maintain successful, non-spam email marketing campaigns.

i. Create banner ads and sell your own ads

j. Examine popular statistical analysis programs to provide critical demographic information

5. Instructional Facilities

Standard classroom.

6. Special Materials Required of Student

Appropriate electronic storage media

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7. Course Content

a. Background & history marketing

1) Target market and web marketing

2) Under the hood of the internet

3) Types of web sites and planning the site

4) Organizing Your Web site with Navigation and Graphics

5) Moving it to the Web

b. Domains/hosting/content /getting links

1) Domains and hosting

2) Business blogs and CMS

3) Creating content, surveys, polls, contests

4) Creating links and getting backlinks

c. Search engine optimization

1) The various types of search engines and how they work

2) Identifying and targeting the best search terms

3) Optimizing individual pages on your web site

4) Content development and keyword density

5) Search engine placement & positioning

d. Search engine marketing & promotion

1) Research tools

2) Search engine marketing strategies for web sites

3) Pay-per-click advertising

4) Adwords pay-per-click

5) Adsense contextual ads

e. Introduction to social media

f. Affiliates and cost-per-action strategies

g. E-mail marketing strategies

1) Email newsletter opt-in

2) Non-spam email campaigns

3) Consultation forms

h. Directly selling banner ads

i. Web site analysis

8. Method of Instruction

a. Lecture

b. Demonstrations

c. Hands-on computer usage and class exercises.

d. Multimedia presentations.

9. Methods of Evaluating Student Performance

a. Examinations and quizzes including a written or objective final examination

b. Skills demonstration in class presentation using concepts in textbook.

c. Projects such as website set-up, optimizing web pages and search placement and promotion.

10. Outside Class Assignments

a. Hands-on exercises based on topics such as search engines, pay-per-click advertising, target marketing for social media, surveys, and banner ads.

b. Reading assignments from text and supplemental materials.

c. Research paper on companies using social media in marketing in areas such as domains and hosting, business blogs, surveys, polls and contests.

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11. Texts

a. Required Text(s):

Campbell, Jennifer. *Discovering the Internet: Complete,* 5th Edition. Boston, MA: Cengage Learning, 2015.

b. Supplementary texts and workbooks:

None.

Addendum: Student Learning Outcomes

Upon completion of this course, our students will be able to do the following:

a. Analyze and understand the requirements of a given problem.

b. Develop an acceptable design solution.

c. Implement a solution.

Date approved by the Governing Board: May 16, 2017