

**CMGT 555**  
**Online Marketing: Design, Development and Critical Analysis**  
**FALL 2017**

**Class time:** Tuesday, 6:30 p.m. - 9:20 p.m.

**Location:** ASC 204

**Instructor:** Dr. M. Framroze

**TA:** Christy Hagen

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**Office Hours:** By appointment

**COURSE DESCRIPTION**

In an era of shifting patterns of media consumption, highly dispersed methods of content creation, and the ever-expanding role of consumers as originators, receivers, and distributors of marketing messages, new online marketing and advertising models are emerging at gathering speeds. Today's marketing professionals need to know how to connect with their audiences using an array of new media, how to develop winning campaigns that engage consumers with their brands, and how to discern which strategies work and which don't. In short, they need to market, monetize and measure what they do in order to succeed in an increasingly saturated digital environment.

This course is for students who want to learn about marketing in the new media environment. It offers a mix of theoretical approaches to digital marketing as well as the opportunity to actively participate in the conceptualization and creation of digital elements and narratives for real clients – thereby enabling students to apply theory and learned constructs to real-world issues and problems.

**COURSE REQUIREMENTS**

You will be expected to come to class having completed the required readings. This is non-negotiable; the breadth of what we cover in this class is vast, and theoretically informed readings will significantly enhance your understanding of the digital marketing landscape. Engaged participation is an important element of this class, and part of your overall grade. You are expected to read not only your own selected readings but all the readings so you can actively participate in class discussions.

You are expected to turn in all assignments on time (in class on the date due). **If an assignment is turned in after the deadline, a deduction of one full grade point per day will occur.** If you have a serious issue that prevents you from turning in your assignment, please discuss this with me as much in advance as possible.

The course components are as follows below. All instructions for each assignment segment will be posted on Blackboard and questions will be discussed in class.

**Mid-Term Project: Campaign/Brand Analysis: 45%**

You will be required to select an online campaign that features several of the key elements discussed in class and critique the salient features of the online strategy in a 15-page double-spaced research report. This is an academic paper, with citations and references per APA style. It is expected you will offer 'bigger picture thinking' for this paper and NOT merely provide descriptive analysis of the various components of your selected campaign.

Additionally, to provide you with a hands-on learning experience, you will be required to develop **two** online extensions for the campaign. **These must not already be a part of an existing campaign**; they must involve a degree of 'stretch' for you. Examples include: blogs, wikis, apps, videos, surveys, contests, games, infographics, etc. The purpose here is to expose you to at least two creative elements that you have to conceptualize and implement yourself. They must make sense with respect to your analysis. You must be able to articulate why they fit into the online brand narrative for the campaign and how they fulfill key business objectives.

You will also need to prepare a 2 to 3-page summary of your interactive elements – what did you do, how did you do it and why do you believe these were the best options for this brand? This is in addition to your 15-page paper.

You will present these elements in class, and demonstrate to the best of your ability the real-life workings of these elements. Rehearse your presentation and make sure it's working. Do not spend much time reviewing your brand's background.

**Final Project: 35% (5% based on evaluation by your group)**

This project requires you to work as part of a team. You will work on behalf of an organization/brand and develop a comprehensive strategy to help this entity achieve its online marketing business objectives. You will engage in a discovery phase with this firm in order to systematically assess its organizational goals and specific marketing challenges. You will then deliver a marketing plan for the online space to achieve those targets. **THIS IS NOT AN ACADEMIC PAPER, THOUGH YOU MAY ELECT TO CITE SOURCES TO BOLSTER YOUR POINTS. IT IS AN ONLINE MARKETING REPORT FOR A REAL CLIENT.**

The following components should be included as part of this project:

- Marketing plan. This document, between 25-30 pages, double-spaced, should contain the basic elements of a marketing plan, but with an emphasis on online marketing strategy. Include: Company and industry overview, target audience, strategic objectives (as well as strategic sales/marketing objectives), specific

online marketing tactics designed to meet those objectives, competitive analyses (SWOT, other), media analysis (with specific emphasis on reaching targets via digital media), success metrics, measurement tactics (ROI of online strategies), and integration with traditional marketing activities as appropriate. This is NOT an academic paper but a business report; however, please use APA style as required and cite scholarly texts as appropriate.

- Creative presentation. You are pitching your real client on the last night of class. As such, you should be prepared to “wow” them with your command of their issues as well as by the brilliance of your creativity. You will create a minimum of 4 digital marketing elements for your client and contextualize these elements within the broader arc of your marketing narrative. In other words, create a new story for your brand. Do not merely extend what your client is already doing.

**ATTENTION TO CREATIVE EXECUTION IS CRITICAL. REMEMBER: YOU ARE BEING EVALUATED BY YOUR CLIENTS ON THE NIGHT OF YOUR PRESENTATION. TREAT THIS AS YOU WOULD A REAL-WORLD PITCH. IT'S GREAT PRACTICE!**

**Class Activities + Participation: 10%**

In-class activities (such as the Lurk and Look assignment and Brand Slams), discussion of readings, and contributing meaningfully to general class discussions is imperative for everyone to have a substantive class experience.

**Reading Paper Assignment: 10%**

Short paper based on readings. This is part of your write/rewrite assignment.

**REQUIRED TEXTS**

Banet-Weiser, S. (2012). Authentic: The politics of ambivalence in a brand culture. New York, NY: New York University Press.

Hemann, C. & Burbary, K. (2013). Digital Marketing Analytics: Making sense of consumer data in a digital world. Indianapolis, IN: Que Publishing.

Jenkins, H., Ford, S. & Green, J. (2013). Spreadable Media: Creating value and meaning in a networked culture. New York, NY: New York University Press.

All other required readings will be posted on Blackboard for the appropriate weeks.

**Academic Integrity Policy:** The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the SCampus Guide. It is your responsibility to understand and abide by university policies on academic dishonesty, which includes plagiarism, cheating on exams, fabricating project data,

submitting a paper to more than one professor, or submitting a paper authored by anyone other than yourself.

Resources on academic integrity can be found on the Student Judicial Affairs Web site (<http://www.usc.edu/student-affairs/SJACS>.) “Guide to Avoiding Plagiarism” addresses issues of paraphrasing, quotations, and citation in written assignments, drawing from materials used in the university’s writing program. All academic integrity violations will be reported to the University Student Judicial Affairs office (SJACS) and to the USC Annenberg School for Communication Dean’s Office on Student Affairs. Any serious violation or pattern of violations will result in the student’s removal from the Communication program.

**Disabilities Policy:** Students requesting academic accommodations based on disabilities are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please deliver that letter to me at the start of the semester.

## **CLASS SCHEDULE**

**Aug. 22:**

***Welcome to your semester! Course and Syllabus Review.***

**Aug. 29:**

***Digital Culture/New Media Landscape***

### **Reading**

Jenkins, Introduction + Chapters 1-4.

**Sept. 5:**

***Online Marketing Component Analysis – 1: Getting the plan right.***

### **Readings**

Muntinga, D., Moorman, M. & Smit, E. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13-46.

Aaker, J.L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347-356.

Prahalad, C.K. & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5-14.

**Final project groups formed.**

**Sept. 12:**

***Online Marketing Component Analysis – 2: Storytelling and The Scorecard***

**Readings**

Herskovitz, S. & Crystal, M. (2010). The essential brand persona: Storytelling and branding. *Journal of Business Strategy*, 31(3), 21-28.

Taylor, R.E. (1999). A six-segment message strategy wheel. *Journal of Advertising Research*, Nov-Dec., 7-17.

Iglesias, O. & Bonet, Ed. (2012). Persuasive brand management: How managers can influence brand meaning when they are losing control over it. *Journal of Organizational Change*, 25(2), 251-264.

Escalas, J.E. (2004). Narrative Processing: Building consumer connections to brands. *Journal of Consumer Psychology*, 14(1&2), 168-180.

**Sept. 19:**

***The Clickable Consumer: Customer behavior online.***

**Readings**

Kozinets, R.V., Valck, K., Wojnicki, A.C., & Wilner, S.J. (2010). Networked Narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 74(3), 71-89.

McAlexander, J., Schouten, J. & Koenig, H. (2002). Building brand community. *Journal of Marketing*, 66(1), 38-54.

Muniz, A.M. & O'Guinn, T.C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412-432.

**Sept. 26:**

***Consumer Cultures: Our social selves online.***

**Readings**

Schembri, S. & Merrilees, B. (2010). Brand consumption and narrative of the self. *Psychology & Marketing*, 27(6), 623-638.

Chu, S. & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47-75.

Van der Heide, B. & Lim, Y. (2015). On the conditional cueing of credibility heuristics: The case of online influence. *Communication Research*, 1-22.

Knoll, J. & Schramm, H. (2015). Advertising in social network sites: Investigating the social influence of user-generated content on online advertising effects. *Communications*, 40(3), 341-360.

### **Individual meetings.**

#### **Oct. 3:**

**Mid-term project presentations. Turn in all papers and hard copies of your presentations tonight.**

#### **Oct. 10:**

**Writing and research.**

#### **Oct. 17:**

***Online Advertising: CPC, CTR, CPM and more...***

#### **Readings**

Lambrecht, A. & Tucker, C. (2013). When does retargeting work? Information specificity in online advertising. *Journal of Marketing Research*, L, 561-576.

Wilson, R.F. & Pettijohn, J.B. (2010). Tracking online ad campaigns: A primer. *Journal of Direct, Data and Digital Marketing Practice*, 12(1), 69-82.

Brettle, M., Reich, J., Gavilanes, J.M. & Flatten, T.C. (2015). What drives advertising success on Facebook? An advertising effectiveness model. *Journal of Advertising Research*, June, 162-175.

Golan, G. J. & Zaidner, L. (2008). Creative strategies in viral advertising: An application of Taylor's six-segment message strategy wheel. *Journal of Computer-Mediated Communication*, 13, 959-972.

#### **Oct. 24: Data and Search – Go big.**

### **Readings**

Hemann & Burbary, Chapters 4, 9, 11. Group discussion.

Gregg, M. (2015). Inside the data spectacle. *Television & New Media*, 16(1), 37-51.

Gillespie, T., Boczkowski, P.J. & Foot, K.A. (Eds.) (2014). *Media Technologies: Essays on Communication, Materiality, and Society*. MIT Press: Cambridge, MA. (p. 167-193).

Batrinca, B. & Treleaven, P.C. (2015). Social media analytics: A survey of techniques, tools and platforms. *AI & Soc.*, 30, 89-116.

Boyd, D. & Crawford, K. (2012). Critical questions for big data. *Information, Communication, and Society*, 15(5), 662-679.

### **Oct. 31:**

***Watching you, watching me – Social surveillance and your privacy.***

### **Readings**

Junglas, I.A., Johnson, N.A. & Spitzmuller, C. (2008). Personality traits and concern for privacy: An empirical study in the context of location-based services. *European Journal of Information Systems*, 17, 387-402.

Andrejevic, M. & Burdon, M. (2015). Defining the sensor society. *Television & New Media*, 16(1), 19-36.

Shin, D. (2010). The effects of trust, security and privacy in social networking: A security-based approach to understand the pattern of adoption. *Interacting with Computers*, 22, 428-438.

Babu & Vidyasagar (2012). Neuromarketing: Is Campbell in soup? *Journal of Marketing Management*, XI (2), 77-100.

**Final project outline presentations.**

### **Nov. 7:**

**Guest Speaker.**

### **Nov. 14:**

***Brands and Us: Spectacle culture and the self***

## **Readings**

Banet-Weiser, Introduction-Chapter 2. Group discussion.

Hogan, B. (2010). The Presentation of Self in the Age of Social Media: Distinguishing Performances and Exhibitions Online. *Bulletin of Science, Technology & Society*, 30(6), 377–386.

Labrecque, L.I., Markos, E. & Milne, G.R. (2010). Online personal branding: Processes, challenges, and implications. *Journal of Interactive Marketing*, 25, 37-50.

Kwon, Y.J. & Kwon, K. (2015). Consuming the objectified self: The quest for authentic self. *Asian Social Science*, 11(2), 301-312.

Papacharissi, Z. (2012). Without you, I'm nothing: Performances of the self on Twitter. *International Journal of Communication*, 6, 1989-2006.

**Nov. 21: Final project group workshop night.**

**Nov. 28:**

**Final project presentations. Turn in your presentations tonight – not your final reports.  
Clients will be in class!**

**Dec. 5 - 12:**

**Submit final reports.  
Submit peer evaluation form.  
Enjoy your break!**



