

Department of Business:

Course Outline for MKT 2300

Direct & Interactive Marketing - 3 Credits/3 Hours a week

Pre-requisites & Co-requisites: MKT 1210 & MKT 1214

Recommended Textbook(s) & Supplemental Material(s): The New Rules of Marketing & PR.
Publisher: Wiley.

Course Description/Overview: This course is an introduction to the integrated marketing world of direct and internet marketing: The increasing global penetration of internet and direct marketing; How to include the Internet and direct marketing as a focal point of IMC; Using a marketing strategy standard of customer acquisition, lead conversion, customer retention, growing customer value, and metrics of customer value; Optimization of natural search and pay-per-click (PPC), email marketing, display advertising for branding and direct response, social networks.

Learning Objectives - Course Specific: To provide the student with an understanding of the integrated marketing functions of direct and internet marketing. This includes the direct response and database marketing foundations of internet marketing, as well as the direct/internet -- value chain, business models & strategies.

- To give the student a basic understanding of essential internet/direct marketing tools, including -- online branding and video marketing, display advertising and other customer acquisition techniques, email marketing to build consumer and business relationships, search marketing (SEO and PPC), social media marketing, and the process of globalization as it relates to the role of direct/internet marketing in global trade and international competition. As businesspeople and consumers we live in a global environment.
- To introduce the student to the process of developing direct/internet marketing strategies, including – lead generation and conversion, customer relationship development and retention marketing, developing and maintaining effective websites, customer service and support in web space.
- To provide the student with a basic understanding of performance evaluation and opportunities in direct/internet marketing – measuring and evaluating web marketing programs, social and regulatory issues (especially privacy, security and intellectual property).

Learning Objectives - General Education:

- Pursue disciplined, Inquiry-based learning in the major.



- Acquire tools for lifelong learning – how to learn, how they learn, knowledge of resources.
- Derive meaning from experience, as well as gather information from observation.
- Employ scientific reasoning and logical thinking.
- Gather, interpret, evaluate, and apply information discerningly from a variety of sources.
- Understand and navigate systems.
- Resolve difficult issues by employing multiple systems and tools.

Student Learning Outcomes – Course Specific:

At the conclusion of the course each student should be able to:

- Define, and apply key direct/internet marketing concepts such as: direct response and database marketing, direct/internet -- value chain, business models & strategies, online branding and video marketing, display advertising and other customer acquisition techniques, email marketing to build consumer and business relationships, search marketing (SEO and PPC), social media marketing.
- Interpret, apply and demonstrate how we develop direct/internet marketing strategies. This includes: lead generation and conversion, customer relationship development and retention. This includes developing and maintaining effective websites, and online customer service.
- Demonstrate a basic understanding of performance evaluation and opportunities in direct/internet marketing – measuring and evaluating web marketing programs, social and regulatory issues (especially privacy, security and intellectual property), and mobile marketing.

Student Learning Outcomes – General Education:

- Make meaningful and multiple connections among the liberal arts and between the liberal arts and the areas of study leading to a major or profession.
- Demonstrate expanded cultural and global awareness and sensitivity.
- Discern multiple perspectives.
- Use awareness of cultural differences to bridge cultural and linguistic barriers.
- Demonstrate proficiencies and capacities in dealing with a diverse society.
- Communicate across cultural and linguistic barriers.

CUNY’s Academic Integrity Policy: *Academic dishonesty is prohibited in The City University of New York.* Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion.

Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

Plagiarism is the act of presenting another person’s ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list:

Internet Plagiarism includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and “cutting and pasting” from various sources without proper attribution.



For a more detailed explanation, you can find the full Academic Integrity Policy here:
http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf

Grading Policy: The final term grades will be based on the following criteria:

1. Midterm exam -- 25%
2. Homework assignment I -- 25%.
3. Homework assignment II -- 25%.
4. Final exam -- 25%

Grading System:

All grades will be based in proportion to the following scale:

A	=	93 - 100
A-	=	90 - 92.9
B+	=	87 - 89.9
B	=	83 - 86.9
B-	=	80 - 82.9
C+	=	77 - 79.9
C	=	70 - 76.9
D	=	60 - 69.9
F	=	59.9 and below

Assessment Methods: Homework, Midterm & Final exams.

Course Technology: Blackboard & OWL

- **Blackboard:** As a City Tech student it is necessary to become familiar with Blackboard, the online instructional software. In order to learn more about Blackboard you should visit the City Tech web support team in room G600 or call 718.254.8565 to find out about workshops for students. You may also visit, (use link), for a Beginner’s Guide to Blackboard. <http://websupport1.citytech.cuny.edu/websupport1/lt/online/index.htm> . The best thing is to go to G600 and sign up for a workshop on how to use Blackboard. Important, be sure to register at the CUNY Portal if you need a CUNY Portal ID to access Blackboard and other online resources. Go to <http://www.cuny.edu>, click on: "Portal Log in", then click on "Create a new account", then follow instructions.
- **O.W.L:** When you want to review references on how-to write check O.W.L. The Online Writing Lab (OWL) is a marvelous resource on writing almost anything. It is maintained by Purdue University. Use it early, often and eternally. <http://owl.english.purdue.edu/>

Class Schedule:

Chapter	Week
1. Internet Marketing as Part of the Marketing Communications Mix	1
2. The Direct Response and Database foundations of Internet Marketing	2
3. Business Models and Strategies	3
5. Online Branding and Video Marketing	4
6. Display advertising and Other Customer Acquisition Techniques	5

7. Email Marketing to Build Consumer and Business Relationships	6
Midterm Exam – Date TBD in class. There will a review prior to the exam.	7
8. Search Marketing: SEO and PPC	8
9. Social Media Marketing	9
10. Lead Generation and Conversion in B2B Markets	10
11. Customer Relationship Development and Retention Marketing	11
12. Developing and Maintaining Effective Websites	12
13. Customer Service and Support in Web Space	13
14. Measuring and Evaluating Web Marketing Programs	14
15. Social and Regulatory Issues: Privacy, Security, and Intellectual Property	15
16. Mobile Marketing and Related Developments	15
Review of entire semester for Final Exam, and the Final Exam will be during Finals Week	