

**Department of Business:
MKT 2300:
Direct & Interactive Marketing
Monday & Wednesday 1:00 – 2:15pm
Midway 407**

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

Required Textbook(s) & Supplemental Material(s): The New Rules of Marketing and P.R.,
Author: Scott, Publisher: Wiley, Edition: 6th, Year Published: 2017.

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 I.M.C.; 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 (P.P.C.), 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 P.P.C.), 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 business people 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 webspace.
- 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 P.P.C.), 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 indirect/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

College Attendance Policy:

Excessive Absence:

A student’s class participation is directly connected to their attendance. If a student is excessively absent, it will significantly affect their class participation grade.

Grading Policy:

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

- | | |
|------------------------------------|-----|
| 1. Midterm exam | 25% |
| 2. Class Participation and Quizzes | 25% |
| 3. Assignments and Presentations | 25% |
| 4. Final Project | 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 & O.W.L.

- **Blackboard:** As a City Tech student, it is necessary to become familiar with Blackboard, the online instructional software. 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 Login," 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 (O.W.L.) is a marvelous resource for 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. The Old Rules of Marketing and P.R. Are Ineffective in an Online World	1
2. The New Rules of Marketing and PR	2
3. Reaching Your Buyers Directly	3
4. Social Media and Your Targeted Audience	4
5. Blogs: Tapping Millions of Evangelists to Tell Your Story	5
6. Audio and Video Drive Action	6
Midterm Exam – Date T.B.D. in class. There will be a review before the exam.	7
7. Going Viral: The Web Helps Audiences Catch the Fever	8
8. The Content-Rich Web	9
9. Marketing and P.R. in Real-Time	10
14. Social Networking as Marketing	11
10. You Are What You Publish: Building Your Marketing and PR Plan	12
11. Growing Your Business: How Marketing and P.R. Drive Sales	13
12. Strategies for Creating Awesome Content	14
Social and Regulatory Issues: Privacy, Security, and Intellectual Property	15
18. How to Use News Releases to Reach Buyers Directly	