Foothill College Course Outline of Record

<table>
<thead>
<tr>
<th>Heading</th>
<th>Value</th>
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<tbody>
<tr>
<td>Effective Term:</td>
<td>Summer 2022</td>
</tr>
<tr>
<td>Units:</td>
<td>5</td>
</tr>
<tr>
<td>Hours:</td>
<td>5 lecture per week (60 total per quarter)</td>
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<tr>
<td>Advisory:</td>
<td>Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 &amp; ESLL 249.</td>
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| Degree & Credit Status:         | Degree-Applicable Credit Course                                     |
| Foothill GE:                    | Non-GE                                                              |
| Transferable:                   | CSU                                                                 |
| Grade Type:                     | Letter Grade (Request for Pass/No Pass)                             |
| Repeatability:                  | Not Repeatable                                                      |

Student Learning Outcomes

- Knowledge – Demonstrate appropriate use of business terms and concepts.
- Critical Thinking – critically analyze, evaluate and interpret information by integrating business knowledge in problem-solving and decision-making processes.
- Students will demonstrate basic mastery of Internet Marketing by developing a simple internet marketing plan.

Description

The primary focus of this course will be on marketing strategies and techniques to help businesses reach potential customers online, drive traffic to generate customer-to-business interaction, convert leads to sales, and maintain customer relationships over time. Students will be introduced to a variety of online marketing tools, including SEO, mobile, social media, and email marketing.

Course Objectives

The student will be able to:

a. Develop a basic online marketing campaign, including strategy, methods, channels, and budget.
b. Explore online marketing tools, such as SEM (search engine marketing) and SEO (search engine optimization), to enhance campaign results.
c. Conduct basic keyword analysis to optimize for website traffic and conversion.
d. Develop targeting and re-targeting strategy.
e. Collect and optimize data for decision-making using digital marketing metrics and A/B testing.

Course Content

- Overview of digital marketing
  i. Basic terms and concepts
  ii. Application for global markets
  iii. Industry trends
- Strategic marketing objectives and planning
  i. Establishing online presence
  ii. Brand strategies
  iii. Customer journey
  iv. The role of data
- Registering an effective domain name or web address
  i. Choosing a top-level domain name
  ii. Registering domain name
- Internet business marketing models: successful sites
  i. Storefronts
  ii. Auctions
  iii. Small business
- Search engine marketing
  i. Search engine advertising
  ii. Search engine optimization
- Social media marketing
  i. Social media platforms
  ii. Social media advertising
  iii. Targeting and re-targeting on social media
- Consumer behavior and communication
  i. Cultural, social, psychological factors
  ii. Stages of the consumer decision process
  iii. Search engine optimization (SEO)
- Marketing segmentation and targeting strategies
  i. Creating and maintaining web content
  ii. Creating exceptional website content
- Marketing data analytics
  i. Marketing data analysis tools
  ii. A/B testing
  iii. Metrics
- Online reputation management
  i. Ethical and legal issues
  ii. Legal issues
  iii. Ethical practices
  iv. Political issues
- Alternative options
  i. Mobile marketing
  ii. Blogs, vlogs
  iii. Trends
- Careers in digital marketing

Lab Content

Not applicable.

Special Facilities and/or Equipment

1. When offered on/off campus: Classroom and laboratory with internet connectivity, including access to a web server and web browsers (Internet
Explorer, Firefox, or other browser compatible with Canvas course management system).
2. When taught as an online distance learning section, students and faculty need ongoing and continuous internet and email access.

**Method(s) of Evaluation**
Methods of Evaluation may include but are not limited to the following:

- Business and internet concepts
  1. In-class and/or online exercises and/or reports
  2. Quizzes and exam(s)
  3. Participation/interactivity in discussions
- Technical mastery of internet concepts
  1. Problem-solving and mini-projects
- Integrated mastery of business and internet concepts, including technical application
  1. Final project with functioning online components

**Method(s) of Instruction**
Methods of Instruction may include but are not limited to the following:

- Lecture
- Discussions (in-class/online)
- Cooperative learning exercises
- Demonstrations
- Independent study
- Industry guest lecturers/speakers

**Representative Text(s) and Other Materials**

**Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments**
- Read assigned text chapters and reference resources
- Complete assigned exercises based on selected options
- Website reviews
- Personalize the material to student's own e-business
- Analysis of website marketing needs

**Discipline(s)**
Business