

BUSI 59A: ONLINE MARKETING

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2022
Units:	5
Hours:	5 lecture per week (60 total per quarter)
Advisory:	Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249.
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:

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

Course Content

1. Overview of digital marketing
 - a. Basic terms and concepts
 - b. Application for global markets
 - c. Industry trends
2. Strategic marketing objectives and planning
 - a. Establishing online presence
 - b. Brand strategies
 - c. Customer journey
 - d. The role of data
3. Registering an effective domain name or web address
 - a. Choosing a top-level domain name
 - b. Registering domain name
4. Internet business marketing models: successful sites
 - a. Storefronts
 - b. Auctions
 - c. Small business
5. Search engine marketing
 - a. Search engine advertising
 - b. Search engine optimization
6. Social media marketing
 - a. Social media platforms
 - b. Social media advertising
 - c. Targeting and re-targeting on social media
7. Consumer behavior and communication
 - a. Cultural, social, psychological factors
 - b. Stages of the consumer decision process
 - c. Search engine optimization (SEO)
8. Marketing segmentation and targeting strategies
9. Creating and maintaining web content
 - a. Effective email content
 - b. Creating exceptional website content
10. Marketing data analytics
 - a. Marketing data analysis tools
 - b. A/B testing
 - c. Metrics
11. Online reputation management
12. Ethical and legal issues
 - a. Building credibility and trust
 - b. Legal issues
 - c. Ethical practices
 - d. Political issues
13. Alternative options
 - a. Mobile marketing
 - b. Blogs, vlogs
 - c. Trends
14. 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

Larson, Draper. [Digital Marketing Essentials](#). 2020.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

1. Read assigned text chapters and reference resources
2. Complete assigned exercises based on selected options
3. Website reviews
4. Personalize the material to student's own e-business
5. Analysis of website marketing needs

Discipline(s)

Business