BUSI 59E: EMAIL MARKETING

Foothill College Course Outline of Record

Heading	Value
Units:	4
Hours:	4 lecture per week (48 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; basic internet skills and an understanding of Microsoft Office applications are recommended.
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

- Familiarized with email automation tools and how they can help launch email campaigns.
- Understand how to develop an email plan to launch multiple email campaigns at once.
- Recognize best practices and understand the lifecycle of an email campaign.
- Understand how to generate an email list.

Description

This course offers a deep dive into the world of email marketing, an incredibly effective marketing channel that can deliver great results for companies. In this course, students will learn about the role of email marketing in a company's marketing campaign, what stages of the customer journey email marketing is suited for and best practices for email visuals and copy. The course will also touch upon more complex email practices, such as automation and how to outline an email drip campaign.

Course Objectives

The student will be able to:
A. Recognize best practices and understand the life cycle of an email campaign.
B. Understand how to generate an email list.
C. Familiarized with email automation tools and how they can help launch email campaigns.
D. Understand how to develop an email plan to launch multiple email campaigns at once.

Course Content

A. Introduction to Email
1. The role of email in a marketing campaign and its relation to the customer journey funnel
2. Customer segmentation and types of email

B. Email List Generation
1. Lead generation
2. The implications of GDPR in Europe and CAN-SPAM in the United States
C. Email Best Practices
1. Writing an effective email copy
D. Email Analytics
1. A/B testing an email copy
2. Key metrics to analyze an email campaign
3. Best practices in optimizing email campaign based on data
E. Email Automation
1. Types of email campaigns and email calendar
2. Tools for email automation

Lab Content

Not applicable.

Special Facilities and/or Equipment

A. On-going access to computer with email software and hardware; email address.
B. 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:

The student will demonstrate proficiency by participating in the following:

A. Activities
B. Problem-based learning/case studies
C. Discussion
D. Formative quizzes/knowledge checks
E. Performance-based assessments
F. Exams

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

During periods of instruction the student will read online lectures and articles, view instructional videos and participate in online activities.

Representative Text(s) and Other Materials

The content for this course is developed and maintained by industry leaders and is open source. There is no textbook comparable.

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

A. Reading assignments: Students will read articles from industry publishers, such as AdWeek magazine and the Wall Street Journal, and industry websites, such as Google AdWords and Facebook Ad Manager.
B. Additional assignments: Students will complete projects designed to practice writing email copy, creating a campaign strategy, selecting automation tools and analyzing results.

Discipline(s)

Business