

**Class Overview**

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| **General Class Information***All fields must be completed and posted in UVaCollab and World Viewable in SIS no later than two weeks prior to registration.* |
| **Subject Area &****Catalog Number** | PSMT 6010-701(21224)      | **Class Title** | EMARKETING TOOLS & TECHNIQUES |
| **Credit Type** | **[ ] Undergraduate****[x] Graduate** | **[x]  Credit****[ ]  Noncredit** | **Delivery Method** | **[ ] P (In-Person)****[ ] CI (Classroom/Internet)****[x] WB (Web-Based)** |
| **Re-licensure** **Re-certification Points** |       | **Approval Date***(For internal use only)* |       |

1. **Class Description (Use the SIS 400 characters from catalog description)**

Explores how to use integrated web, email, and database technologies in pre-built, personalized marketing campaigns to acquire and retain customers. Demonstrates practical skills by developing effective email offer letters and landing pages, and by using web analytics tools, search engine marketing strategies, webinars, and online surveys to accomplish eMarketing objectives.

1. **Learning Outcomes**

ON COMPLETION OF THE COURSE, THE STUDENT WILL BE ABLE TO:

• APPLY PROVEN BEST PRACTICES FOR INTRODUCING NEW EMARKETING TECHNOLOGIES TO THEIR ORGANIZATIONS.

• USE SOPHISTICATED MARKETING AUTOMATION TECHNOLOGY TO DEVELOP, LAUNCH AND MANAGE CUSTOMER ACQUISITION AND RETENTION EMARKETING CAMPAIGNS.

• UNDERSTAND AND APPLY THE FOUR ELEMENTS OF AN EFFECTIVE INTERNET MARKETING STRATEGY.

• MANAGE THE USE OF EMAIL MARKETING SERVICES BY ATTAINING HANDS ON, PRACTICAL SKILLS IN THEIR USE.

• LEARN BEST PRACTICES IN EMARKETING BY SEEING SUCCESSFUL CAMPAIGNS CONDUCTED BY OTHER COMPANIES.

• WRITE OFFER LETTERS THAT INCORPORATE THE A – I – D – A FORMULA THAT HAS BEEN PROVEN TO GENERATE RESPONSES.

• CONDUCT PRIMARY MARKET RESEARCH BY USING ONLINE SURVEY TOOLS.

• DESIGN MEANINGFUL REPORTS OF CAMPAIGN ACTIVITY AND RESULTS FROM WEB ANALYTICS TOOLS.

• DEVELOP ENEWSLETTER CAMPAIGNS WHICH ARE AN INTEGRAL ELEMENT OF ANY CUSTOMER NURTURING OR RETENTION PROGRAM.

• DEVELOP PROGRAMS THAT MANAGE ALL ASPECTS OF MARKETING SEMINARS AND EVENTS WHETHER THEY ARE TO BE CONDUCTED ONLINE OR OFF LINE.

• HAVE A BASIC UNDERSTANDING OF SEARCH ENGINES AND THE ALGORITHMS THAT THEY EMPLOY TO GENERATE THE RESULTS OF KEYWORD SEARCHES.

1. **Assessment Components**

6 HOMEWORK ASSIGNMENTS: 50%

MID-TERM EXAM: 10%

EMARKETING WORKSHOP: 10%

# MINUTE DRILLS: 10%

FINAL PROJECT: 20%

1. **Required Text (include ISBN, specific edition)**

EMARKETING – INTERNET MARKETING TODAY A HANDBOOK FOR EMARKETERS,(SECOND EDITION), BY PAGE DUFFY, JPD ASSOCIATES, 2010, ISBN: 978-0-9763298-1-7

1. **Required Additional Resources and Technical Components**

WE WILL ALSO USE A SELECTION OF INTERNET-PUBLISHED ARTICLES THAT WILL BE ASSIGNED FOR READING WITH LINKS AND URLS AVAILABLE IN THE UVACOLLAB SCHEDULE FOR THAT CLASS.

1. **Other Class Expectations (for Classroom/Internet and Web-Based classes, specify any live (synchronous) meetings dates, times, delivery mode)**

THIS IS COURSE IS DELIVERED ENTIRELY ONLINE IN A WEB-BASED FORMAT, AND CAN BE ACCESSED BY GOING TO ITS UVACOLLAB PORTAL AT: HTTPS://COLLAB.ITC.VIRGINIA.EDU/PORTAL . CLASSES WILL MEET ONLINE WEEKLY FROM 7:00 – 10:00PM EDT STARTING SEPTEMBER 5TH AND ENDING DECEMBER 12TH IN A VIRTUAL CLASSROOM PROVIDED BY BLACKBOARD COLLABORATE, A WEBINAR PLATFORM WHICH IS ALSO ACCESSED VIA UVACOLLAB. THESE LIVE SESSIONS ARE ALL RECORDED SO THAT, IF WORK CAUSES A STUDENT’S ABSENCE, THE RECORDED VERSION CAN BE VIEWED IN BLACKBOARD DURING THE WEEKS FOLLOWING THE CLASS.

STUDENTS WILL NEED TO PURCHASE A HEADSET WITH A MICROPHONE. YOU CAN PURCHASE THESE AT STORES SUCH AS BEST BUY FOR APPROXIMATELY $30.

STUDENTS WILL NEED TO HAVE A COMPUTER AND INTERNET CONNECTION. EITHER A MAC OR PC WILL WORK. WINDOWS 2007 OR HIGHER IS RECOMMENDED. STUDENTS NEED TO BE FAMILIAR WITH MICROSOFT WORD AND POWERPOINT.