



Course: Interactive Marketing
Dates: 11/11, 11/18, 12/2, 12/9, 12/16
Term: Fall 2009
Location: Clarendon 238
Time: 6:00 PM – 9:15 PM

Course Overview

According to Forrester, interactive marketing spending in the United States will grow to \$61.3 billion in 2012, from \$18.4 billion in 2007. As organizations continue to shift marketing dollars to the web, it becomes increasingly important for those involved in every discipline of marketing and executive management to understand the strategies and vehicles involved in implementing an effective interactive marketing plan.

This course examines the unique characteristics and benefits of interactive marketing, with a focus on using interactive marketing to solve basic and complex business problems. The integration of interactive marketing into broader marketing efforts will also be covered.

Using a combination of practical coursework, guest speakers from various interactive marketing specialty areas and real-world discussion and exercises, students will learn to build an interactive marketing strategy utilizing tactics such as:

- Web Presence Design & Development
- Search Engine Marketing
- Web Advertising
- Email Marketing
- Social Media Marketing
- Interactive Public Relations
- Marketing Measurement & ROI Tracking

Course Structure

This course will include a heavy dose of class discussion and collaboration in order to ensure that we're embracing the professional backgrounds and aspirations of as many students as possible. That being said, each session may include the following components:

- Lecture
- Class Discussion
- Practical exercise
- Guest lecture
- Homework assignment & review

We will cover 1-2 of the areas that make up interactive marketing during each session, and the course will culminate with the last session, which will feature the presentation and discussion of an interactive marketing plan created by teams.

Course Materials

There are no mandatory text books to purchase for this class, as in most cases the moment a book is published on interactive marketing, it is already outdated. Instead, homework will involve the reading of white papers, articles and blog posts that address specific topics.

To gain some familiarity with the subject matter both before and during the course, students are encouraged to stay current with the following sites and blogs:

<http://www.clickz.com>

<http://www.imediaconnection.com>

<http://www.searchenginewatch.com>

<http://sethgodin.typepad.com/>

<http://www.copyblogger.com/>

<http://www.marketingtrenches.com/>

Evaluation

Grading for this course is pass or fail. Successful completion of this course will be based on the following factors:

- Demonstrated understanding of course subject matter.
- 100% attendance.
- Completion of in-class exercises.
- Completion of "light" homework assignments.
- Class participation and collaboration.

Class Ethics & Etiquette

You are expected to conduct yourself in a way which is courteous to your instructor and fellow students, and conducive to deriving the greatest benefit from your studies.

Communication

Maximum use will be made of 'Blackboard' and email as a means of communication in both directions. You are encouraged to make individual appointments with your instructor whenever you feel it would be of benefit to you.

Faculty: Mike Sweeney

Mike is an accomplished marketing professional with nearly 15 years of experience leading in-house marketing teams and serving as a consultant to a variety of organizations in industries such as software/technology, professional services, media and entertainment, retail and telecommunications. Mike is a Managing Partner at Right Source Marketing, a marketing consulting firm that provides clients with a unique blend of strategic consulting and interactive marketing services. Additionally, Mike is one of the Co-Founders of PR Flex, an on-demand provider of strategic public relations services.

Prior to founding Right Source Marketing, Mike served as the Director of Marketing & Public Relations at Angel.com, a subsidiary of MicroStrategy (NASDAQ: MSTR), one of the largest software companies in the Washington, D.C. area. Prior to Angel.com, Mike served as the Director of Marketing & Public Relations for Sandbox.com, one of the leaders in the online gaming space that was eventually acquired by NBC Universal.

Mike received his BBA in Marketing from the University of Notre Dame, and is a member of a variety of national organizations including Search Engine Marketing Professional Organization (SEMPO).

Contact Information:

Mike Sweeney
mike@rightsourcemarketing.com
P: 703.887.7708