



DESIGNING MARKETING STRATEGIES FOR THE INTERNET

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### Brave New World [excerpt from Jeff Jarvis' book "What Would Google Do?"]

It seems as if no company, executive, or institution truly understands how to survive and prosper in the internet age. In management, commerce, news, media, manufacturing, marketing, service industries, investing, politics, government, and even education and religion, answering the question [What Would Google Do?] is a key to navigating a world that has changed radically and forever. The world is upside-down, inside-out, counterintuitive, and confusing. The new rules of the new age are:

- Customers are now in charge. They can be heard around the globe and have an impact on huge institutions in an instant.
- People can find each other anywhere and coalesce around you—or against you.
- The mass market is dead, replaced by masses of niche markets.
- “Markets are conversations,” decreed *The Cluetrain Manifesto*
- We have shifted from an economy of scarcity to one based on abundance. The control of products or distribution will no longer guarantee a premium and a profit.
- Enabling customers to collaborate with you—in creating, distributing, marketing and supporting products—is what creates a premium in today’s market.
- The most successful enterprises today are networks—which extract as little value as possible so they can grow as big as possible—and the platforms on which these networks are built.
- Owning pipelines, people, products, or even intellectual property is no longer the key to success. Openness is.

### AIMS of Course

The intent of this course is to prepare marketing students for this Brave New World. Specifically, the course will provide tools for a student to get a job as an Internet Marketing Manager. Successful students, following the course, will be able to demonstrate to potential employers that they are capable of:

- Getting found on Brother Google
- Designing an Internet Marketing Plan
- Implementing Strategic Marketing Decisions on the Internet

## Managing Expectations

Students are expected to be active learners. The course is designed to allow students to learn collaboratively. Points will be earned throughout the semester in three domains. **Class points [400]** include: daily attendance, meet the instructor, participation in current events, What's Hot and Not, online activities (WIKI, forum, blog), etc. In addition, each student will do a Book Report: read a text (provided by the instructor); write an outline; write a review at Amazon; prepare and present a 10 slide, 20 min powerpoint; add content to the online community. **Individual points [300]** are the "HOW" of the course: students will learn how to implement website strategy using free, open-source tools. Specifically, research domain names and keywords of interest, buy a domain name for an individual project (personal resume type website or your band or your dad's business, etc.), install free software online to implement a basic website, install appropriate add-ons to engage in marketing activities (YouTube, Twitter, etc.). Students will be expected to make a one slide, 5 minute presentation on their personal project idea early in the semester. Midway through the semester, each student will present their website (10 minute presentation); at the end of the semester, each student will make a final presentation on their website and write a "what I learned?" entry in the course blog. **Group points [300]** are the "WHY" of the course: students will be assigned in groups of four based on interest in one of several real-world projects. Groups will create their own group rules, define group roles, and establish and manage a project throughout the semester. The groups will be expected to schedule to meet clients a minimum of three times throughout the semester: the first meeting is to ideate, the second meeting is to do a brand activity, and the final meeting is a presentation of the Internet Marketing Design [IMD] to the client. As available, clients will attempt to travel to Pullman and present their businesses to the entire class and the groups. Groups will present ideas to the class seeking additional ideas before making the final presentation to the client. The final deliverable is a DOC and PPT to be turned in to the instructor prior to the end of the semester. In addition, group members will evaluate performance of team members that will be accounted into final points earned.

## Grades

Grades are a necessary evil. Most "daily tasks" will be given full points if the criteria are met. Final grades will be based on a traditional scale: > 94% is an A, 90 – 93 is an A-, 86 – 89 is a B+, 83 – 85 is a B, 80 – 83 is a B-, 76 – 79 is a C+, 83 – 85 is a C, etc.

## Policies

- **Be There.** Attending Class and Actively Participating will benefit you, your peers, etc.
- **Don't Cheat.** Cheating only robs you of learning opportunities. [<http://www.conduct.wsu.edu/>]
- **Be Respectful.** This is a senior-level marketing course at a major university—act the part.
- **Accommodation for Disabilities.** Accommodations are available for students who have a documented disability. Please notify the instructor during the first week of class about any accommodations needed for the course. All accommodations must be approved through the Disability Resource Center (DRC) in Administration Annex 206, 335-1566. [<http://www.drc.wsu.edu/>]

## Questions

Please direct any questions you have to the instructor (Monte J. Shaffer <[monte.shaffer@gmail.com](mailto:monte.shaffer@gmail.com)>) or the course TA (Haley <[mktg.TA@gmail.com](mailto:mktg.TA@gmail.com)>). Office hours (Tu/Th 1-3 p.m. in 371 TODD) can be used online or inperson to actively seek your education.

<http://www.internet-marketing-design.com/>