

SAN DIEGO COMMUNITY COLLEGE DISTRICT  
CONTINUING EDUCATION  
COURSE OUTLINE

**SECTION I**

**SUBJECT AREA AND COURSE NUMBER**

OFSY 618

**COURSE TITLE**

WEB MARKETING

**TYPE COURSE**

NON-FEE

VOCATIONAL

**CATALOG COURSE DESCRIPTION**

This course introduces the fundamentals of marketing on the web. Through theory and hands on application, students will receive an overview of issues to consider when developing a strategic Internet communications plan. (FT)

**LECTURE/LABORATORY HOURS**

75

**ADVISORY**

NONE

**RECOMMENDED SKILL LEVEL**

Possess a 10<sup>th</sup> grade reading level; ability to communicate effectively in the English language; ability to use a mouse, menus, open and close windows and save files within the Macintosh or Windows operating system; and ability to use an internet browser.

**INSTITUTIONAL STUDENT LEARNING OUTCOMES**

1. Social Responsibility  
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication  
SDCE students demonstrate effective communication skills.

### INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

3. Critical Thinking  
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development  
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

### COURSE GOALS

This course introduces the fundamentals of planning for marketing on the web. Students will learn the importance of planning for and developing a strategic Internet communications plan. Students will learn the types of communications tools and areas of marketing. Students will learn to define and target an audience on the web, the internal and external issues, and how existing business practices will be affected. Students will learn to assess the cost and return on investment of marketing on the web. Students will learn the internal, external and legal issues involved with web marketing. Students will learn the basics of site architecture, site promotion and measurement.

### COURSE OBJECTIVES

Upon successful completion of this course, students will demonstrate through theory and practical application, problem solving, critical thinking, written and oral communication and mathematical ability that they are able to:

1. Describe the basic principles of marketing on the web.
2. Describe the importance of planning for communicating on the web.
3. Demonstrate how to develop an Internet strategy.
4. Describe how to assess an Internet strategy.
5. Describe the internal and external issues to consider when communicating on the web.
6. Describe the basics of site architecture.
7. Describe the basics of legal issues when communicating on the web.

## **SECTION II**

### COURSE CONTENT AND SCOPE

1. Introduction to Marketing on the Web
  - 1.1. Communications tools
  - 1.2. Direct vs. relationship marketing
2. Internet Marketing Planning
  - 2.1. The importance of planning
  - 2.2. Defining and targeting the web audience
3. Developing an Internet Strategy

### COURSE CONTENT AND SCOPE (CONTINUED)

- 3.1. What to consider when defining a strategy
- 3.2. Evaluating the expense and return on investment
4. Internal Issues of a Strategic Internet Communications Plan
  - 4.1. Existing competitive use of the internet
  - 4.2. Staffing and capabilities
  - 4.3. Current and future functional processes
5. External Issues of a Strategic Internet Communications Plan
  - 5.1. Assess the strategies of external parties
  - 5.2. E-Commerce vendors
6. Site Architecture Principles
  - 6.1. Map a web site
  - 6.2. Storyboarding
  - 6.3. Converting traditional information to the internet
7. Overview of Promotion and Measurement
8. Overview of Legal Issues

### APPROPRIATE READINGS

Appropriate readings may include, but are not limited to, periodicals, magazines, instructor-written materials, manuals, computer based training on CD-ROMS (CBT), Web based training (WBT), instructor selected URLs and other publications related to the design and implementation of Web servers and the workings of the Web.

### WRITING ASSIGNMENTS

Appropriate writing assignments may include, but are not limited to, preparing text for an assigned project, keeping a journal on all laboratory and project work, creating Web pages, completing all assigned reports, performing mathematical calculations as assigned, and completing all written assignments.

### OUTSIDE ASSIGNMENTS

Outside assignments may include, but are not limited to, reading texts, reference resources or handouts; Internet sites, computer based training on CD-ROMS (CBT), Web based training (WBT), and research as needed to complete projects; and organizing and preparing written answers to assigned questions.

### APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to, analysis and evaluation of reading assigned text and computer based training on CD-ROMS (CBT), Web based training (WBT) materials and utilize this analysis in classroom discussions, writing assignments, and in performing laboratory activities. Students must select and use appropriate methods and materials needed to complete laboratory assignments.

## EVALUATION

A student's grade will be based on multiple measures of performance. The assessment will measure development of independent critical thinking skills and will include evaluation of student's ability to:

1. Apply theory to assignments.
2. Complete all lessons, which may include CBT, WBT, and laboratory assignments.
3. Successfully complete all exams, including any online exams.
4. Perform on written, oral, or practical examinations.

## EVALUATION (CONTINUED)

5. Contribute to class discussions.
6. Maintain attendance per current policy.
7. Demonstrate ability to work independently and as a team member.
8. Demonstrate troubleshooting skills.
9. Demonstrate ability to help others learn.

Satisfactory completion of the course requires completion of a culminating activity, which may include, but is not limited to, one of the following:

1. Publish a simple web database.
2. Practical lab projects.

Upon successful completion of each individual course a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program a Certificate of Program Completion will be issued.

## METHOD OF INSTRUCTION

Methods of instruction may include, but is not limited to, lecture, computer based training on CD-ROMS (CBT), Web based training (WBT), self-paced lab, demonstration, individualized study, use of audio-visual aids, group/team work, tutorials, outside assignments, guest lectures, field trips, and guided student job assignments. This course, or sections of this course, may be offered through distance education.

## TEXTS AND SUPPLIES

Texts:

*Internet Marketing: Strategy, Implementation and Practice (3rd Edition)*, Dave Chaffey,  
Prentice Hall, ISBN-10: 0273694057

*Web Marketing & Project Management*, Emerick, Round and Joyce, ISBN 0-13-016396-1

*Guerrilla Marketing with Technology*, Jay Levinson, Perseus Books (490); October 1997, ISBN:  
0-20-132804-6

*Internet Marketing*, Ward Hanson, Southwestern Publishing ITP (490); September 1999,  
ISBN: 0324043872

*Internet Marketing for Information Technology Companies*, Barry Silverstien, Maximum Press  
(140); July 2000, ISBN: 1885068468

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*Internet Marketing Plan: The Complete Guide to Instant Web Presence, 2nd Edition*, Kim M. Bayne, Wiley Trade Computer Books, ISBN: 0471355984

*Internet World Guide to One to One Web Marketing*, Cliff Allen, Wiley Trade Computer Books, ISBN: 0471251666

*Marketing on the Internet, 3rd Edition*, Jan Zimmerman, Michael Mathisen, Maximum Press, ISBN: 1885068263

URLs:

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

TEXTS AND SUPPLIES (CONTINUED)

[http://www.cyber-mark.com/internet\\_marketing-av.htm](http://www.cyber-mark.com/internet_marketing-av.htm)

<http://www.demc.com/> (e-magazine)

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

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

Supplies:

Pen, journal (composition book), notebook paper and a soft 3-ring binder, or a one-subject 110 sheet college ruled notebook, and appropriate storage media such as a USB Drive or Zip disk

PREPARED BY: Jeanette Morua and Sharian Lott DATE: 3/21/2000

REVISED BY: Paul Richard DATE: 2/22/2007

REVISED BY: Instructional Services, SLOs added DATE: March 7, 2017

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100  
California Community Colleges, Title 5, Section 55002  
Continuing Education Catalog