



Course Outline

2026-2027 Catalog

BUS 68 - Web Marketing

Catalog Description

Transfer Status: CSU

Unit(s): 3.00

Lecture: 51.00 Contact hours/102.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

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Course Description: This course introduces students to web marketing tools, strategies, application and measurement. It examines benefits and challenges associated with web marketing technologies including web site development, search engine optimization, online advertising, social media, email campaigns, blog marketing, digital public relations, multimedia and mobile marketing. Students will learn how to create a web marketing strategy and then apply web marketing technologies in a measurable way to achieve business objectives.

Objectives

Upon successful completion of this course, the student should be able to:

1. Describe the technologies used for web marketing.
2. Evaluate and recommend the best mix of web marketing tools to achieve specific business objectives.
3. Use appropriate terminology to communicate with website designers, developers and marketing services vendors.
4. Identify potential security issues relating to e-commerce.
5. Explain legal issues facing web marketers and e-commerce developers.
6. Utilize a variety of resources to manage web marketing plans, budgets activities and results improvement.
7. Discuss future trends in web marketing and e-commerce.

Course Content

Topic Titles / Suggested Time Topic	
<u>Topics</u>	<u>Lecture</u>
<u>Topics</u>	<u>Lec Hrs</u>
Course Overview and Introduction to Web Marketing	2.00
Preparing for and Creating a Web Marketing Plan	5.00
Web Marketing and E-commerce Research	5.00
Marketing Strategies on the Web	5.00
Understanding Best Strategies for Designing, Creating and Tracking an Effective Website	4.00
Search Engine Marketing	3.00
Online Advertising	3.00
Research in Online Advertising	3.00
Email Marketing	3.00
Blog Marketing	3.00
Social Media Marketing	3.00
Online PR	3.00
Multimedia Marketing	3.00
Mobile Marketing	3.00
Online Marketing Management	3.00
Total Hours:	51.00

Methods of Instruction

- A. Collaborative Group Work
- B. Discussion
- C. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- D. Instructor Demonstrations
- E. Problem-Solving Sessions
- F. Reading Assignments

Methods of Evaluation

- A. Exams/Tests
- B. Projects

- C. Homework
- D. Class participation

Examples of Assignments

Reading Assignments

1. Read the chapters on the “The Ultimate Web Marketing Guide.” Research and identify three effective examples of Blog Marketing and be prepared to share them with the class.
2. Read the chapters on “The Ultimate Web Marketing Guide.” Research and identify two examples of each text and display ads. Be prepared to share your examples in class, identify the key message, and discuss your thoughts about the business objective for each ad.

Writing Assignments

1. Research “internet privacy policy infraction”. Find an article that interests you on this subject and read it thoroughly. Write a 1-page report including a 1-paragraph article summary and 2-3 paragraphs on your response to the article. The business writing rubric applies.
2. Research email marketing on the Web. Based on your research, write a bulleted list identifying the top 15-20 characteristics of successful email marketing campaigns.

Out-of-Class Assignments

1. Read the assigned chapter and research the subject online. Identify two examples of excellent web marketing pertaining to the chapter you studied. Write a 1-page chapter report summarizing what you learned. Create a PowerPoint presentation (2-4 slides) to share with the class.
2. Web Strategy Project: As a team create a comprehensive 8-10 page web strategy for a local company using course concepts from the text, lecture, discussion, and your research. Use the report template, writing rubric and presentation template to guide your formatting and content.

Recommended Materials of Instruction

Larson, J., Draper, S. (2017). Digital Marketing Essentials. *Stukent*, 2017. 978-0998713816.

Dahl, J. (2020). Social Media Marketing: Theories and Application. *Sage Publishing*, 2nd. 978-1529720822.

Zero Cost Textbook

HubSpot Academy is a free online courseware. We are in their Education Partner Program.

<https://academy.hubspot.com/education-partner-program/welcome>

Minimum Qualifications

Marketing (Masters Required)

Business (Masters Required)

Management (Masters Required)

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