

The Art Institute of Pittsburgh
Course Syllabus
A231 – Online Marketing Research

Prerequisite: None
Length: 11 Weeks
Hours: 44 Hours
Credit Value: 3 Credits
Quarter/Year: Winter, 2009
Section: A
Meeting Thursday
Time/Day: 12:45 – 4:45 PM
Room: 616

Course Description:

The use of online advertising and other online marketing is growing exponentially. This rapid increase is explained, in part by the ability to target online marketing. Advertisers want to be able to identify a desirable audience for their ads and then assure themselves that they have reached their goal. Advertising sales prices can be set based on the ability to confirm the characteristics of the audience. Advertisers also want to see independent verification and validation of the effectiveness of their ad. This rapidly developing area both expands the use of traditional market research and creates new kind of data. Students will be introduced to the concepts, availability, and use of this data.

Course Prerequisite: A222 Marketing Research

Estimated Homework Hours: 2-4 hours/week average

Instructor Information:

William J. Moner
AIP Room 636
(412) 291-6200 x7135
wjmoner@aii.edu

Office Hours:

Thursday, 10 AM – Noon
or by appointment

Resources:

<http://www.williamjmedia.com>
Faculty Drive: BMONER
ProQuest: <http://proquest.safaribooksonline.com>

Materials Needed:

- Portable storage (External Hard Drive, USB Keychain Drive, or other removable media)
- Note-taking materials, pen/pencil
- Computer with Internet access

Required Textbooks:

(S)

Web Metrics: Proven Methods for Measuring Web Site Success

Jim Sterne
Publisher: Wiley and Sons, Inc.
Pub Date: 2002
Print ISBN-10: 0-471-22072-8

(G)

The New Influencers: A Marketer's Guide to the New Social Media

Paul Gillin
Publisher: Quill Driver Books
Pub Date: 2007
Print ISBN-10: 1-884956-65-3
Print ISBN-13: 978-1884956-65-2

Course Competencies:

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

1. Define the elements of Web measurement; that is, the information captured when a person visits a web site.
2. Explain the major elements of a report available from a standard data provider
3. List the major measurement and rating services for site-based or user-based Internet advertising
4. Explain the use of ad management software
5. List the types of demographic data available
6. Write a one-page report on the success or failure of a Web site to reach its goals based on a marketing report
7. Compare the types of data available for Web sites with traditional market research data
8. Explain the link between ad pricing and available market research data
9. List the market research options available for advertising on a given web site
10. Identify the demographics of a given Web site
11. Choose the best web site to place an ad for a given target audience
12. Discuss how online audiences can be identified using marketing data
13. Locate research data on the Web
14. Discuss the advantages of targeted advertising on the Web
15. Explain the controversy over the need to “click through” a banner ad for it to be effective
16. List five to ten ways a banner ad can build a brand

Students with Disabilities:

It is a policy of The Art Institute of Pittsburgh to not discriminate against qualified students with documented disabilities in its educational programs. If you have a disability-related need for modifications in this class, contact your instructor and a school counselor (located in the Student Services Office, 1st floor). Instructors should be notified during the first week of classes. You may refer to the Nondiscrimination Policy on the Enrollment Agreement Form for the complete AIP policy.

Attendance Policy:

The student who accumulates five (5) hours of absenteeism in a class during an academic quarter may be placed on Academic Probation. A student who accumulates ten (10) hours of absenteeism in a course will receive an F for that course.

Student Conduct Policy:

The Art Institute of Pittsburgh expects its students and employees to conduct themselves in a professional manner at all times. In addition, the Art Institute has a strict policy, which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the Vice President/Director of Student Services.

Grading Scale:

A	100 to 92
A-	91.9 to 90
B+	89.9 to 88
B	87.9 to 82
B-	81.9 to 80
C+	79.9 to 78
C	77.9 to 72
C-	71.9 to 70
D+	69.9 to 67
D	66.9 to 60
F	59.9 and below.

Method of Assessment:

Midterm Exam	20%
Final Exam	20%
Research Paper	20%
Assignments	20%
Course Project	20%

All items on the syllabus are subject to change at the discretion of the instructor.

A231 Weekly Course Outline

Week	Topic	Reading Due	Homework/Quiz/Exam Due
1	Introduction to Course; Measuring Measurement	-	-
2	Developing Online Strategy and Supporting Decision Making with Data	S Ch. 1 – 3; G Intro, Ch. 1 – 2	Assignment 1 Due
3	Web Measurement Standards; Web Server Log Analysis	S Ch. 4 – 5; G Ch. 3 – 4	TBA
4	Online Brand Positioning	S Ch. 6 – 7; G Ch. 5 – 6;	Research Paper Due
5	Midterm Exam	Review all reading to date	Midterm Exam
6	Measuring Web Site Performance; The Value of Content	S Ch. 8 – 9; G Ch. 7 – 8	TBA
7	Web Site Usability; Mastering the Conversion	S Ch. 10 – 11; G Ch. 9	Project Description Due
8	Personalization	S Ch. 12 – 13; G Ch. 10	TBA
9	Customer Service; Field Studies	S Ch. 14 – 15; G Ch. 11	TBA
10	Final Exam	Review all reading to date	Final Exam; Project Draft
11	Course Project Due	-	Course Project Due

Classroom Policies

Attendance and Participation:

1. Participation is required and factors into your grade
2. The AIP attendance policy will be strictly enforced.
 - a. Five hours of missed class time equals **attendance probation**. You will be notified of your attendance status.
 - b. **Ten hours of missed class time** will result in an **automatic failing grade for the course**.

Communication Skills:

1. Email:
 - a. Email is to be used as the **first** line of contact between you and me.
 - b. When emailing, use the **subject line** in your email to indicate your name, the course code, and the day/time your class meets. (e.g. John Wayne, ABC123 (course code), Monday 12:45 PM)
2. Voice Mail:
 - a. When leaving a voice mail, speak clearly
 - b. Indicate your name, the course name/code, and the time/day your class meets.
 - c. Leave a number where you can be reached

Classroom Conduct:

All students are expected to conduct themselves in a professional manner. Be respectful of the technology and the people around you.

1. Food and drink
 - a. No food or drink is permitted in the computer labs
 - b. Please clean up after yourselves if you see any garbage in your workstation area
2. During lectures/discussions
 - a. **Do not use** technology for non-course related activities. Use of **any** technology is reserved for coursework only. Technology permissions will be revoked if you are found to be violating this rule.
3. During work sessions
 - a. If you are using audio, use headphones at a low volume
 - b. Do not disrupt your classmates with your work or your leisure activities
4. At all times
 - a. **No cell phone usage in the classroom.** Please excuse yourself from the room.
 - b. **Cell phones and pages must remain in silent or vibrate mode** for the duration of class

Late Work Policy

All work is due on the due date for the assignment regardless of a student's absence or tardiness.

1. On-time work is worth a maximum of 100% of the available points
2. Work submitted late **within the calendar day** but after the designated collection time will be worth a maximum of 90% of the points available
3. Work submitted after the due date but **within one week of the class meeting time** will be worth a maximum of 75% of the points available

Plagiarism:

Plagiarism of any kind will result in an automatic failure for the class and is subject to disciplinary action at the discretion of the instructor.

Plagiarism is a serious crime. According to the Merriam-Webster Online Dictionary, to plagiarize means:

1. to steal and pass off (the ideas or words of another) as one's own.
2. to use (another's production) without crediting the source.
3. to commit literary theft.
4. to present as new and original an idea or product derived from an existing source.

The burden of proof is on the student, not the instructor, and students may be asked to prove the originality of any work submitted.

(plagiarism continued...) The AIP Student Handbook includes specific consequences regarding violation of the Student Conduct Policy and may include:

1. assignment failure
2. class failure
3. expulsion

Cheating:

Cheating will not be tolerated. **All instances of cheating are subject to further disciplinary action** as governed by the student code of conduct. Cheating compromises not only the current course; it could have long-term ramifications on your student record and could result in suspension or expulsion.

1. Any communication during a quiz or exam will be considered cheating and will result in a 0% grade for **all parties involved in the communication.**
2. If you are found to be cheating on any course work, you will receive a 0% for that assignment

General Grading Rubric (Applies to assignments and class participation)					
	A (Excellent)	B (Strong)	C (Fair)	D (Poor)	F (None)
Software	Excellent usage of software as it relates to course material	Strong usage of software as it relates to course material	Fair usage of software as it relates to course material	Poor usage of software as it relates to course material	Software not used or used improperly
Concept Development	Excellent concept development	Strong concept development with notable exceptions	Fair concept development with room for considerable improvement	Poor concept development	No concept development
Application of Course Materials	Excellent application of materials learned in the course	Strong understanding and application of materials with notable exceptions	Fair understanding with a need for review	Poor understanding and application of materials; remedial action required	No materials applied
Presentation of Materials	Excellent presentation	Strong presentation with areas of improvement required	Fair presentation with a need for concentration in improving these skills	Poor or sloppy presentation of materials	Disinterest in presentation of materials
Effectiveness	Excellent use of materials to convey a message	Strong use of materials to explore a message with some improvement required	Fairly effective with notable errors or omissions	Ineffective usage of materials	Not effective
Accuracy to Specifications	Completely accurate	Accurate with minor omissions	Accurate with significant omissions	Major omissions	Did not meet requirements
Spelling and Grammar	Completely accurate	Accurate with minor omissions	Accurate with significant omissions	Major omissions	Did not meet requirements
Participation	Consistent and active participation	Good participation	Inconsistent participation	Rare participation	Non-participation