| CLASS INFORMATION | Benedictine University  
MBA 670 Internet Marketing Communications  
Winter 2016 January 14 – March 17, 2016  
Thursday: 6:30 – 9:30 pm  
Classroom: Refer to MyBenU |
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<td>COURSE PREREQUISITES</td>
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| INSTRUCTOR INFORMATION | Jim Pilcher  
MBA, BS, AA | 25+ years Marketing Experience  
Email: jplcher@ben.edu  
Cell: 630.294.5006 | MBA Office: 630.829-6210 | Fax: 630.829.6034  
Office Hours: Thursday 6:00 – 6:30 pm or 9:30 – 10:00 pm | By appointment |
| COURSE OBJECTIVES | There are two primary objectives of this course. The first is to understand the landscape of digital marketing to provide students with an understanding of how businesses conduct digital marketing activities. Emphasis is placed on targeting, content and metrics. Students will develop basic digital marketing skills through class lectures, business cases and real-world examples. The second objective is to develop the students’ ability to leverage technology in executing digital marketing communications campaigns. This will be accomplished by class lectures, assignments and a team project. As a result of this course, students will be able to: |
| | • Develop digital marketing communication strategy and tactics  
• Demonstrate strategies to reach target audience efficiently and cost effectively via digital marketing tactics  
• Explain digital media’s advantages over other media (i.e., print).  
• Understand various digital marketing tools and their roles in a fully integrated marketing communications program  
• Learn how organizations measure the effectiveness of their digital marketing programs and ways of determining return on investment  
• Identify digital marketing challenges facing companies and recommend solutions |
| CLASS OVERVIEW & GRADING | Class Participation: 10%  
Weekly Assignments: 40%  
Term Project Presentation and Paper: 60% |
| REQUIRED TEXT | Author: Roberts & Zahay  
Title: Internet Marketing: Integrated Online and Offline Strategies  
Publisher: Atomic Dog  
Edition: 3rd  
ISBN: 9781133625902 |
| IMPORTANT REMINDERS | Internet Marketing and Digital Marketing as used interchangeably. Internet Marketing Communications is dynamic and rapidly changing on a daily basis. |
| PRE-CLASS ASSIGNMENT | Read Chapter 1  
Exchange email with instructor. Include your degree program, where you are in the program, what you want to get out of this class, your expertise with digital marketing and introduce yourself. |