

ISM 7505/DSB 6300: Information Analytics: Inbound Information Technology

Fall Semester 2019 – Online – Version 2

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In Person Office Hours: by appointment

Virtual Office Hours: by appointment

COURSE WEBSITE AND CANVAS

Canvas will be used for announcements, graded quizzes, and for the gradebook.

The course class material (including ALL lectures) is at ...

<http://inbound.business.wayne.edu/ism7505>

COURSE DESCRIPTION AND LEARNING OBJECTIVES

Course Description

Use of social discovery applications to support and provide a structure for fact-based decision making are available for individuals working to gain insight into complex organizational problems.

You will be employed by organizations competing in this “Age of Networked Intelligence”. According to Donald Tapscott, futurist, the technology genie is out of the bottle. Rapid change, incomplete but voluminous data, and complex, turbulent, competitive dynamics characterize this “Age of Networked Intelligence”.

You are required to become a content manager/creator and also share insights and knowledge about the voluminous data coming into organizations. ISM 7505/DSB 6300 introduces you, the graduate student, to the use of social media tools to develop reach and engagement, analytical models to create insights, and inbound information technologies to promote competitive operations. With these tools, independent research in the areas of keyword generation, process and workflow creation, A/B experimentation, search engine optimization, intelligence gathering, and campaign development and tracking is required and expected. Your research focuses on generating insights and making strategic recommendations.

Learning Objectives

By the end of the course, you will be able to:

- perform *critical thinking* using inbound information technology analytic models
- articulate the *fundamental concepts* of inbound information techniques, tools, and technologies
- develop a *research avenue* for the investigation of competitive activities
- practice presentation and *communication skills*
- expand the ability to think and reason rigorously using *pattern detection*
- apply *social media* tools and applications to various organizational scenarios

COURSE POLICIES

Graduate Professional Student Responsibilities

Graduate professional education in the Ilitch School of Business is rigorous and substantial. Students have a responsibility to be prepared for class, participate effectively, and interact appropriately with students and instructors alike. Communication, whether written or oral, should be professional and adhere to generally acceptable courtesy expectations. Completing assignments on time is an integral component of professional behavior.

TEXTBOOKS, READINGS, AND STYLE MANUAL

Textbook/s: As this is an online class, all resources are available electronically.

Required Resources:

ASIN – B00MHWR6QU – *Handbook of Social Media Interactive Marketing: Managing Traditional, Online and Social Media Touchpoints*, Heinrichs & Lim 2014 – Available at ... http://www.amazon.com/Handbook-Social-Media-Interactive-Marketing-ebook/dp/B00MHWR6QU/ref=sr_1_1

Optional Resources (100% optional):

ASIN – B007FFWWA4 – *United Breaks Guitars: The Power of One Voice in the Age of Social Media*, Dave Carroll, 2012 – Available at ... <http://www.amazon.com/dp/B007FFWWA4>

Optional Resources (100% optional):

ASIN – B00MIT7ALS – *Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online*, Brian Halligan, Dharmesh Shah, 2012 – Available at ... http://www.amazon.com/Inbound-Marketing-Revised-Updated-Customers-ebook/dp/B00MIT7ALS/ref=pd_sim_351_3

Additional Suggested Resources and Readings (100% optional)

Inbound information technology is an incredibly fast-moving area of study. For that reason, it is suggested that you read and subscribe to several industry-leading blogs. This will be the most effective way to fully immerse yourself in the planning, creation and execution of inbound information technology.

- HubSpot Marketing blog: <http://blog.hubspot.com/marketing>
- HubSpot Sales blog: <https://blog.hubspot.com/sales>
- HubSpot Service blog: <https://blog.hubspot.com/sales>
- HubSpot User blog: <http://blog.hubspot.com/customers>
- MOZ blog: <http://moz.com/blog>
- Unbounce blog: <http://unbounce.com/blog/>
- Litmus blog: <https://litmus.com/blog/>
- HelpScout blog: <http://www.helpscout.net/blog/>
- Optimizely blog: <http://blog.optimizely.com/>

Reader

Obtain a free reader for your PC or Mac at ...

- http://www.amazon.com/gp/feature.html/ref=kcp_pc_mkt_lnd?docId=1000426311
- <http://kindle-for-mac.en.softonic.com/mac>

Readings

Readings by week are listed on the course website.

Style Manual

Publication Manual of the American Psychological Association (2010). 6th edition. Washington, DC: American Psychological Association.

GRADING SCALE

You will be compensated for your efforts using the following academic reward scale of ...

- A: 1125-1250 pts.
- B: 1000-1124 pts.
- C: 925-999 pts.
- F: <924 pts

with the plus (+) and minus (-) system. (However, there is no C- for graduate school.) Keep in mind that any grade below 74% is a failing grade in a graduate program.

STATEMENT REGARDING PROFESSIONAL CONDUCT

Wayne State University students are expected to conduct themselves in a manner that is conducive to continued growth toward a business and/or professional career. Each student is expected to access classes regularly and to be fully prepared. All students are expected to act professionally and with a high degree of ethical conduct while applying themselves fully to the job of learning. All communications are expected to be conducted in a professional manner, whether written or oral.

It is the student's obligation to know and observe all University policies and procedures and to keep current by reading the materials posted on the Wayne State University website and in its printed policies and bulletins.

STATEMENT REGARDING ACADEMIC MISCONDUCT

Plagiarism, unauthorized collusion on examinations, theft, sale, purchase or other unauthorized procurement of examinations or essay material, use of unauthorized aids while taking an examination, having someone else take an exam in your place or submitting for credit any paper not written by the student, taking an exam for another student, copying of "do not copy" designated library materials, copying copyrighted software and destruction of equipment by introducing a computer virus and other similar actions are considered to be academic misconduct and unacceptable for students enrolled at Wayne State University.

STATEMENT REGARDING DIVERSITY

This course embraces the diversity of our students by providing an environment that is supportive, safe and welcoming. We will listen respectfully to a diversity of ideas, beliefs and cultures presented by the members of the class.

STATEMENT REGARDING STUDENT DISABILITY SERVICES

“If you have a documented disability that requires accommodations, you will need to register with Student Disability Services for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Adamany Undergraduate Library in the Student Academic Success Services department. SDS telephone number is 313-577-1851 or 313-577-3365 (TTY: telecommunication device for the deaf; phone for hearing impaired students only). Once you have your accommodations in place, I (we) will be glad to meet with you privately during my (our) office hours to discuss your special needs.”

“Student Disability Services’ mission is to assist the university in creating an accessible community where students with disabilities have an equal opportunity to fully participate in their educational experience at Wayne State University.”

STATEMENT REGARDING RELIGIOUS OBSERVANCE POLICY

Because of the extraordinary variety of religious affiliations represented in the University student body and staff, the Wayne State University calendar makes no provision for religious holidays. It is University policy, however, to respect the faith and religious obligations of the individual. Students who find that their classes or examinations involve conflicts with their religious observances are expected to notify their instructors well in advance so that alternative arrangements as suitable as possible may be worked out.

POLICY ON WITHDRAWAL

Students must **drop** classes via the Web by logging into Pipeline. If a student has a hold and needs help dropping a class then they should send an e-mail request from their WSU e-mail account to registration@wayne.edu with the appropriate course information. Students may drop a class for fifteen week classes through the end of the fourth week of class. Classes that are dropped do not appear on the transcript.

Beginning the fifth week of class students are no longer allowed to drop but must **withdraw** from classes. Students who withdraw from a course after the end of the 4th week of class will receive a grade of WP, WF, or WN.

- WP will be awarded if the student is passing the course (based on work due to date) at the time the withdrawal is requested
- WF will be awarded if the student is failing the course (based on work due to date) at the time the withdrawal is requested
- WN will be awarded if no materials have been submitted, and so there is no basis for a grade.

It is the student’s responsibility to request the withdrawal. Failure to do so will result in a grade of F. The student must receive the faculty member's approval for the withdrawal to become final, and students should continue to attend class until they receive notification via email that the withdrawal has been approved. Refer to the WSU links for the complete, official language and policy.

<http://reg.wayne.edu/students/policies.php>

<http://wayne.edu/students/medical.pdf>

Instructor reserves the right to modify any portion of this syllabus at any time for any reason during the semester.



GRADED COURSE ASSIGNMENTS

1. Quizzes [250 points]

- SMIM – Handbook of Social Media Interactive Marketing [100 points]
Chapter Quiz – 10 quizzes @ 10 pts. Quizzes are on blackboard.
- TOF – Top of the Funnel [60 points]
Quiz – 6 quizzes @ 10 pts. Quizzes are on blackboard.
- MOF – Middle of the Funnel [90 points]
Quiz – 9 quizzes @ 10 pts. Quizzes are on blackboard.

2. Interview Report [50 points]

Ok. You are now trained as a phenomenal Inbound Information Technology professional. You are about to be interviewed for a fantastic opportunity (totally fictional, of course). Record your answers to the questions. This is a self-reflection exercises. I am not looking for specific answers, I am looking for honest answers. Honest answers means full credit!

3. Inbound Marketing Certification [250 points]

You did well in class! Now, get certified. Details are available on our course website.
Certification training material / exam is at ... <https://academy.hubspot.com/courses/inbound-marketing>
(250 pts 80% or greater; 225 pts 79%-75%; 200 pts 74-70%;
150 pts 69-65%; 125 pts 64%-60%; 0 pts 59-0%)

4. HubSpot Marketing Software Certification (exam only) [250 points]

You did well in class! Now, get certified. Details are available on our course website.
Certification training material / exam is at ... <https://academy.hubspot.com/courses/hubspot-marketing-software>
(250 pts 80% or greater; 225 pts 79%-75%; 200 pts 74-70%;
150 pts 69-65%; 125 pts 64%-60%; 0 pts 59-0%)

5. Social Media Certification [250 points]

You did well in class! Now, get certified. Details are available on our course website.
Certification training material / exam is at ... <https://academy.hubspot.com/courses/social-media>
(250 pts 80% or greater; 225 pts 79%-75%; 200 pts 74-70%;
150 pts 69-65%; 125 pts 64%-60%; 0 pts 59-0%)

6. Email Certification (EXTRA CREDIT ONLY) [250 points]

You did well in class! Now, get certified. Details are available on our course website.
Certification training material / exam is at ... <https://academy.hubspot.com/courses/email-marketing>
(250 pts 80% or greater; 225 pts 79%-75%; 200 pts 74-70%;
150 pts 69-65%; 125 pts 64%-60%; 0 pts 59-0%)

7. Content Marketing Certification (EXTRA CREDIT ONLY) [250 points]

You did well in class! Now, get certified. Details are available on our course website.
Certification training material / exam is at ... <https://academy.hubspot.com/courses/content-marketing>
(250 pts 80% or greater; 225 pts 79%-75%; 200 pts 74-70%;
150 pts 69-65%; 125 pts 64%-60%; 0 pts 59-0%)

8. Vlog/Blog Post [200 points]

Select and create ONLY one (1) vlog/blog post. The vlog/blog post should be about 4 to 7 minutes – include **PowerPoint slides** – Watch the Blog Walkthru training first!!!! – <https://app.hubspot.com/learning-center/237221/lessons/36/45> – Use the BluePrint HowTo, List, or Visual Post format to get ideas on how to develop your presentation vlog / blog

Vlog/Blog Idea #1 “How to” BluePrint -- discuss *technical* challenges such as search engine optimization, search engine marketing, personalization, or responsive design.

Vlog/Blog Idea #2 “List” BluePrint – create a vlog/blog discussing one of the future *social media* challenges such as social media policy, online reputation management, or privacy issues.

Vlog/Blog Idea #3 “Visual” BluePrint – create a vlog/blog on discussing *anything* you think is relevant.

Vlog/Blog Assignment: Develop a PowerPoint presentation for your Vlog/Blog. Email the MP4 that contains this Vlog/Blog as a video presentation. The Vlog/Blog should be 4 to 7 minutes.

1. Rubric: 200 points, allotted as follows:

1. Vlog/Blog content addresses the issue: (100 points):
 - The PowerPoint must have an introduction, conclusion, and clearly identify and address the issue. You must cite at least 3 articles in your presentation that support your position. Provide those references at the conclusion.
2. Presentation Materials (50 points):
 - Video is submitted in proper format (i.e. MP4)
 - PowerPoint is easy to read and enhances the effectiveness of the Vlog/Blog
 - Materials are well-constructed; free of typos and grammatical errors
3. Communication (50 points):
 - Speaker is engaging, comfortable speaking on the material and confident
 - Eye contact is maintained with audience (i.e. camera, not reading from slides)

Week	Class Date	Theme / Topics	Assignment	Due Date
1	Tues. Nov 12	<p><u>Handbook of Social Media: Five Principles</u></p> <p><u>Part 1: New Logic of Marketing Relevance</u> SMIM - Ch 1 – New Perspectives in Digital Times SMIM - Ch 2 – New Framework for Digital Insights SMIM - Ch 3 – Five Stage Model of Social Interactivity</p> <p><u>Part 2: 5 Key Principles of Social Media Interactive Marketing</u> SMIM - Ch 4 – Ascertain Realistic & Meaningful Goals SMIM - Ch 5 – Influence & Mobilize Social Media SMIM - Ch 6 – Engage with The Relevant Strategy SMIM - Ch 7 – Adopt The Best Implementation Approach SMIM - Ch 8 – Monitor The Right Metrics</p> <p><u>Part 3: Moving Forward with Social Media Interactive Marketing</u> SMIM - Ch 9 – How to Avoid The Pitfalls SMIM - Ch 10 – Beyond Social Interactivity</p>	<p>SMIM - Quiz 1 SMIM - Quiz 2 SMIM - Quiz 3</p> <p>SMIM - Quiz 4 SMIM - Quiz 5 SMIM - Quiz 6 SMIM - Quiz 7 SMIM - Quiz 8</p> <p>SMIM - Quiz 9 SMIM - Quiz 10</p>	Tues. Nov 19
2	Tues. Nov 19	<u>Social Media Tools and Technologies (STT) - Part 1</u>	Social Media Certification	Tues. Nov 26
3	Tues. Nov 26	<p><u>Social Media Tools and Technologies (STT) - Part 2</u></p> <p><i>Website Analysis:</i> <u>Topic 1:</u> Search Engine Marketing <u>Topic 2:</u> Search Engine Awareness <u>Topic 3:</u> Generate Insights</p> <p><i>Social Media Awareness</i> Introduction to Social Media Awareness</p>	<p>Interview Report</p> <p>Inbound Certification Exam Results</p>	Tues. Dec 3
		<p><u>Thanksgiving Holiday</u> (Scheduled for Wed. – 11/27, Thurs. – 11/28, Fri. – 11/29)</p>		
4	Tues. Dec 3	<p><u>Top of the Funnel: Traffic Generation</u> Goal Planning & Strategy; Campaigns; Persona Development; Keywords; Blogging; Visitor Information;</p> <hr/> <p><u>Middle of the Funnel: Lead Management</u></p> <p><i>Section 1: Understand:</i> Understand Traits; Lifecycle Stages</p> <p><i>Section 2: Segment</i> Contact Database; List Creation/Segmentation; Lead Scoring</p> <p><i>Section 3: Nurture</i> Social Media Publishing & Monitoring; Calls-to-Action; Landing Pages-Thank You Pages; Email Marketing / Viral Marketing; Workflows; Forms; Sources and Competitors</p>	<p>TOF – Goals Quiz TOF – Campaign Quiz TOF – Persona Quiz TOF – Keywords Quiz TOF – Blog Quiz TOF – Visitor Quiz</p> <p>MOF – Understand Quiz</p> <p>MOF – Segment Quiz</p> <p>MOF – Social Media Quiz MOF – CTA Quiz MOF – Landing Page Quiz MOF – Email Quiz MOF – Workflows Quiz MOF – Forms Quiz MOF – Sources Quiz</p>	<p>Tues. Dec 3</p> <p>Tues. Dec 10</p>
	Tues. Dec 10	<i>University Study Day</i>	Vlog/Blog (Last date to submit)	Tues. Dec 10
	Dec 11	<i>Final Exam Day – Last Day to Submit Extra Credit Certifications</i>	HubSpot Software Certification	Weds. Dec 11