**MKTG 000-000 – Mobile Marketing**

**Instructor Information**

**Name**:  **Office Location**:  **Office Phone**:  **Email**:

**Welcome to Mobile Marketing!**

This course covers how mobile marketing is defining business today, including strategy, tracking ROI, advertising, applications and mobile websites. From text messaging to QR codes, consumer interactions with mobile devices, and the laws and ethics of mobile marketing are explored in this course.

#### Texts & Materials

This course uses a digital textbook that can be accessed at <http://library.stukent.com>.

**Learning Outcomes**

1. Outline how mobile strategy shapes the marketing of products and services.
2. Plan mobile advertising, mobile promotions and location-based marketing.
3. Develop and organize the challenges in mobile marketing, including the evolution of new technologies..
4. Evaluate mobile marketing strategies in relation to current legal and ethical standards of practice.
5. Evaluate techniques of mobile marketing using strategies such as: target marketing and tracking ROI of customers for business, governmental, and not-for-profits in the global marketplace.
6. Assess the effectiveness of integrating mobile marketing with online and offline marketing.

**Grading Policy**

The assessment and grading system is intended to reflect student learning and performance.

Assignments  20%

Quizzes 10%

Case Studies 15%

Final Project 15%

Midterm Exam  15%

Final 25%

#### Course Schedule

| DATE | TOPICS | READINGS DUE | ASSIGNMENTS DUE |
| --- | --- | --- | --- |
| Week 1 | Introduction | - | - |
| Week 2 | Mobile Marketing Foundations | Chapter 1 |  |
| Week 3 | Mobile Marketing Foundations (cont’d) | Chapter 1 | - |
| Week 4 | Understanding Your Audience | Chapter 1 |  |
| Week 5 | Communications Strategy | Chapter 2 |  |
| Week 5 | Communications Strategy (part 2) | Chapter 2 | - |
| Week 6 | Mobile Apps (intro) | Chapter 3 |  |
| Week 7 | Case Study: 1, 2 | - | - |
| Week 8 | Mobile Website Design | Chapter 3 | - |
| Week 8 | Mobile SEO | Chapter 3 |  |
| Week 9 | Case Study 3 | - |  |
| Week 10 | Marketing Mobile Apps | Chapter 3 |  |
| Week 11 | Marketing Mobile Apps (Pt 2) | Chapter 3 |  |
| Week 12 | Case Study 4 | - |  |
| Week 13 | Mobile Measurement and Messaging | Chapter 4 | - |
| Week 14 | Midterm |  |  |
| Week 15 | Advanced Apps and Features | Chapter 5 |  |
| Week 16 | Case Study 5 | Chapter 5 |  |
| Week 17 | Mobile Advertising | Chapter 6 |  |
| Week 18 | Mobile Advertising (pt 2) | Chapter 6 | - |
| Week 19 | Mobile Advertising (pt 3) | Chapter 6 |  |
| Week 20 | Case 6 | - | - |
| Week 21 | Guidelines and Regulations | Chapter 7 |  |
| Week 22 | Case 7 | - | - |
| Week 23 | Global Understanding | Chapter 7 |  |
| Week 24 | Profiting In The Mobile Marketing Future | Chapter 10 | No Class |
| Week 25 | Mobile Marketing Ethics/Privacy | Chapters 8, 9 |  |
| Week 26 | Final Presentations | - | Final Project Write-up |
| Week 27 | Final Exam Review | - | - |
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**Quizzes**

Every Chapter from the textbook has an accompanying quiz. There are also end of chapter assignments that your instructor will assign for points. Your instructor may also assign practice quizzes.

**Case Studies**

You will be completing short case studies throughout the semester as presented by your professor.

**Final Project: Create Mobile Application for Client Using the Design Thinking Process**

For this assignment, teams of 4- 5 students will use the design thinking process to design the mobile app. You will then create a prototype of a mobile application to solve their target market’s problem. At the end of the course, your team will deliver a prototype of the mobile application (using Marvel, Adobe, or Invision) and a digital marketing plan to promote the mobile app.

**Presentation of Final Prototype**

Team will create a slide deck presentation to communicate your design thinking process and final prototype. The presentation should include visuals of what was created in each step, such as the empathy map, wireframes, and updated wireframes. You will also include focus group findings and modifications made based on findings, themes discovered in your brainstorming sessions, etc. to display your creativity and critical thinking throughout the project. Lastly, your team will present your recommendations and digital marketing plan to the client.

**Exams**

There will be two graded quizzes, a midterm and a final. Exams will cover material from the textbook, material covered in class, and material from the expert lectures. Quizzes are multiple choice. Exams are short essays.