



The Art Institute of IndianapolisSM

Course Syllabus
Fall Quarter 2012

IMD323 - Web Marketing

Weekly Outline

- Week 1:** **Date: 10/03/2012**
Writing for the web
Assignment:
Reading Assignment
- Week 2:** **Date: 10/10/2012**
Effective Blogging (Personal & Corporate)
Assignment:
Library Assignment Assigned
- Week 3:** **Date: 10/17/2012**
Library Assignment Due
Analytics, Tracking, and Conversion
Assignment:
Project 1 Assigned
- Week 4:** **Date: 10/24/2012**
Search Engine Optimization (Organic Results, Keywords and META tags, Link Building).
Assignment:
Continue Work on Project 1
- Week 5:** **Date: 10/31/2012**
Online Advertising: Pay-Per-Click, Banner Ads, and other online ads.
Assignment:
Project 2 Assigned
- Week 6:** **Date: 11/07/2012**
Project 1 Due
Social Media Marketing
Assignment:
Project 2 Assigned

- Week 7:** **Date: 11/14/2012**
Maps (helping people find your business), Review sites (Yelp, Google Places, et.), and location-based social media (Foursquare).
Assignment:
Continue Work on Project 2
- Week 8:** **Date: 11/21/2012**
Project 2 Due
Email Marketing
Assignment:
Project 3 Assigned
- Week 9:** **Date: 11/28/2012**
Creating and Selling a Web Marketing Strategy
No Field Trips can be requested for week 9 of the term (IDEA surveys)
Continue Work on Project 3
- Week 10:** **Date: 12/05/2012**
Mobile Marketing
Continue Work on Project 3
- Week 11:** **Date: 12/12/2012**
Project 3 Due
Viral Marketing
Final projects must be turned in during this class session.