

Marketing
Course Number: 22:630:635
Course Title: Mobile Marketing & Innovation MS

COURSE DESCRIPTION

Explore the impact of mobile technology on modern marketing. Mobile technologies are fundamentally transforming the way consumers live and behave and companies have had to adapt. Learn how mobile is impacting the way companies go-to-market and how they engage and meet the changing needs of their consumers. In this course, we will review fundamental mobile marketing concepts and trends within the context of evergreen marketing principles and best practices. Topics will extend beyond mobile advertising and mobile apps to technology trends that are altering how we can target, engage and serve consumers. These include: Artificial Intelligence (AI), Machine Learning, Augmented and Virtual Reality technologies, Internet of Things, Location Based Marketing and Mobile Payment Technologies. We will also cover the implication of these technologies on our privacy and security of mobile marketing. The course will include multiple experienced professionals who will join as guest lectures to cover off how mobile technologies are being used in their companies and for their clients. Lastly, we'll bring it all together with an assignment to evaluate how to incorporate mobile marketing within a marketing to ensure that you learn how to think about mobile technologies to help solve any future marketing challenges you may face.

COURSE MATERIALS

- Required Textbook and Case Studies:
 - o Kent, Lisa. Millennium Marketing: How to Become a Stand Out Marketer in the 21st Century, 1st ed., 2016.
 - o You are required to purchase case studies from our course pack on the Harvard Business Publishing Education website at <https://hbsp.harvard.edu/coursepack-studentview/721562>
 - o You are required to download and read articles corresponding with each course topic, as specified in the Course Schedule below. PDFs of articles (*not* the two publications listed above) will be provided.

This is a fully online course. To access the course, please visit <http://onlinelearning.rutgers.edu>. For more information about course access or support, contact the Online Learning Help Desk via email at help@canvas.rutgers.edu or call 848-932-4702.

LEARNING GOALS AND OBJECTIVES

- Students who complete this course will demonstrate the following:
 - Knowledge of the strengths and weaknesses of current and emerging mobile marketing technologies
 - Understanding of how emerging mobile technologies are changing marketing practices now and trends that will impact the future
 - Privacy and security considerations for implementing marketing technologies

- Students develop these skills and knowledge through the following course activities and assignments:
 - Critical thinking will be exercised and strengthened via online case discussions
 - Wrestling with the business and privacy and security considerations of mobile marketing technologies via online case discussions
 - Research and evaluate new technologies.
 - Search and identify an emerging technology and assess its potential impact on marketing.
 - Develop a mobile marketing strategy and plan for the business or brand assigned to the student, selected by the student and approved by the instructor.
 - How to develop a consumer insight statement through the consumer insight exercise
 - Exposure to and understanding of emerging technologies in:
 - Mobile Apps
 - Big Data
 - Predictive Analytics
 - Artificial Intelligence (AI)
 - Text Recognition
 - Voice Recognition
 - Facial Recognition
 - GeoFraming and GeoFencing
 - Beacon Technology
 - Augmented Reality (AR)
 - Virtual Reality (VR)
 - Internet of Things
 - Financial Technologies (FinTech)
 - Blockchain

- Bitcoin & Cryptocurrencies o Identify and interpret potential security and privacy issues in mobile technologies
 - o Learn how to apply various mobile technology marketing tactics via the final group project
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ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

- This course is an online, facilitator-led, asynchronous course. This means there are no required online meeting times. The course assessments and activities, however, have firm deadlines. This course is not purely self-paced; you will be expected to interact with the rest of the class each week and complete activities in a timely manner.
 - Be sure you are logging into the course in Canvas each week, including weeks with holidays or weeks with minimal online course activity. (During most weeks you will probably log in many times). If you have a situation that might cause you to miss an entire week of class, discuss it with me as soon as possible.
 - Expect me to prepare properly for each online module. I expect the same of you. Complete all background reading and written assignments. To be successful in this course, you should plan to dedicate approximately 6-8 hours per week.
 - All live sessions, including instructor office hours, are optional. For live presentations, I will provide a recording that you can watch later. If you need to discuss an assignment with me but cannot attend my scheduled office hours, please contact me to schedule another time to talk.
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CLASSROOM CONDUCT

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful. I try to foster an interactive environment, where we can all learn from each other.

- Writing style: This course requires participation in online discussion boards with your instructor and classmates. Remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for non-academic topics. Please also refrain from using all CAPITAL LETTERS, as this is often interpreted as shouting.
- Tone and civility: Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Treat your instructor and fellow students with respect at all times, and in all communications.
- Citing your sources: When we have academic discussions, please cite your sources to back up what you say. We expect the MLA format to cite sources. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)
- Backing up your work: Consider composing your academic posts and assignments in a Word document, where you can save your work, and then copying and pasting onto the Canvas platform, as needed.
- I will reply to e-mails within 48 hours on weekdays. Please include the Course name/ number in the subject line of your email.
- If you'd like to schedule a time for office hours, please give me 48 hours notice for an appointment.

GRADING POLICY

Final course grades are calculated out of 100%, broken down as follows:

Assessment Quizzes	10%
Discussion Boards	20%
Writing Assignments	25%
MidTerm Emerging Technology Analysis	20%
Final Project: Purple Cow Case Study	25%
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	100%

Module Quizzes (25% of final grade): Every module will have interspersed quizzes throughout to ensure that you are following the material. All of the quizzes in aggregate will count for 10% of the final grade.

Discussion Boards (20% of final grade): Throughout the course there are thought questions posed to be discussed in the online discussion boards. The discussion board provides the ability for asynchronous discussions to occur over a period of time. Students are able to gather their thoughts and ideas before posting and sharing their reflective responses, which leads to more in-depth learning

Writing Assignments (25% of final grade): In addition, there are opportunities for students to apply their thinking in writing assignments. These assignments require more in-depth thought and analysis ask the student to provide their unique point of view.

MidTerm Individual Project (20% of final grade): The MidTerm project is a 5-10 minute video presentation on an emerging technology and its impact on marketing. To complete the assignment, your topic will need to be approved by the course instructor. The assignment details are available on Canvas at <http://onlinelearning.rutgers.edu>

Final Group Project (25% of final grade): The final project will be a 20-30 minute video presentation applying the leanings from the course to a marketing strategy and plan for the Purple Mattress Company based on the case, [Purple Innovation, Inc.: The Online to Offline Marketing Challenge, HBS Case Study](#). The assignment details are available on Canvas at <http://onlinelearning.rutgers.edu>

The final course grade will be as follows.

A	93.0% +
A-	90.0 - < 93.0
B+	87.0 - < 90.0
B	83.0 - < 87.0
B-	80.0 - < 83.0
C+	77.0 - < 80.0
C	73.0 - < 77.0
C-	70.0 - < 73.0
D	60.0 - < 70.0
F	< 60.0%

Note that your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me (along with supporting documentation) within one week of receiving your final grade. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot give you a grade that you did not earn, and it is dishonest to attempt to influence me to do so.

COURSE SCHEDULE

Dates are tentative and still subject to change

Week / Module	Topic	Week Ending	Learning Activities and Practice
1	Mobile Technology and the Marketing Landscape		Discussion Board 1.2: Mobile Adoption and Usage
			Quiz 1.1
			Quiz 1.2
			Readings: <ul style="list-style-type: none"> • Millennium Marketing • What Is Permission Marketing & How Does It Work?
2	Marketing Fundamentals: Understanding the Customer		Discussion Forum 2.2: Insights
			Module 2 Writing Assignment: Target Insight Assignment
			Quiz 2.1
			Quiz 2.2

		<p>Readings:</p> <ul style="list-style-type: none"> • The OGSM Planning Model: How to Move from Vision to Results • Difference between marketing strategy and tactics • Value Proposition Examples
3	Mobile Apps and Brands	Discussion Forum 3.1: Top Mobile Downloads
		Discussion Forum 3.2: Mobile Messaging
		Quiz 3.3
		<p>Readings:</p> <ul style="list-style-type: none"> • What is Location Based Marketing • Your Apps Know Where You Were Last Night, and They're Not Keeping It Secret • Best Guide To Location-Based Marketing & Advertising 2020 + Examples
4	Mobile and Advertising	Discussion Forum 4.1: Mobile Ad Campaigns
		Quiz 4.1
		Quiz 4.3
		Quiz 4.4
		<p>Reading:</p> <ul style="list-style-type: none"> • A Primer on programmattic advertising
5	Artificial Intelligence	Discussion Forum 5.1: AI Technologies
		Quiz 5.1
		Module 5 Writing Assignment: Example of AI shift

			<p>Readings:</p> <ul style="list-style-type: none"> • Amazon scraps secret AI recruiting tool that showed bias against women • Automation of Marketing Models • Would You Like Fries With That? McDonald's Already Knows the Answer • The Role of Data Science in Artificial Intelligence
6	Big Data and Predictive Analytics		Quiz 6.1
			Quiz 6.2
			<p>Readings:</p> <ul style="list-style-type: none"> • Will You Graduate? Ask Big Data • Do you know the difference between predictive analytics and AI
			MidTerm Assignment
7	Location Based Marketing		Quiz 7.1
			Quiz 7.2
			Quiz 7.3
			Quiz 7.4
8	Text, Voice, and Facial Recognition Technologies		<p>Readings:</p> <ul style="list-style-type: none"> • What Is Geofencing? Everything You Need to Know About Location-Based Marketing • Geofencing and Geoframing • Beyond the Pin Drop: How Augmented Location Will Fuel Mobile Marketing of the Future
			Quiz 8.1
			Quiz 8.2

		<p>Quiz 8.3</p> <hr/> <p>Activity: Sentiment Analysis Video</p> <hr/> <p>Reading:</p> <ul style="list-style-type: none"> • Sentiment Analysis • Facial Recognition, Top 7 Tech Trends • Many Facial-Recognition Systems Are Biased, Says U.S. Study • Speech Recognition Software: Past, Present & Future
9	Augmented and Virtual Realities	<p>Quiz 9.1</p> <hr/> <p>Quiz 9.2</p> <hr/> <p>Discussion Board 9.2: Effective Use of AR</p> <hr/> <p>Quiz 9.3</p> <hr/> <p>Reading:</p> <ul style="list-style-type: none"> • The Important Difference Between Virtual Reality, Augmented Reality and Mixed Reality • WHAT IS AUGMENTED REALITY (AR) AND HOW DOES IT WORK? • Ikea Virtual Reality Showroom <hr/> <p>Optional Reading:</p> <ul style="list-style-type: none"> • VR Concepts • 40 AR Examples – The Definitive Guide to Augmented Reality in Retail
10	Internet of Things	<p>Quiz 10.1</p> <hr/> <p>Quiz 10.2</p> <hr/> <p>Discussion Board 10.3: IoT Examples</p>

			<p>Readings:</p> <ul style="list-style-type: none"> • The Internet of Things Connectivity Binge: What are the Implications • The Wired Guide to the Internet of Things • Built In Examples of IoT • How the Internet of Things impacts marketing • It's Time for IoT Security's Next Big Step • Improving the Customer Journey with IoT • How the Internet of Things is Changing Customer Service • A New Era of Internet Attacks Powered by Everyday Devices • Top 20 Emerging IoT Trends That Will Shape Your Future Soon
11	Fintech		Quiz 11.1
			Quiz 11.2
			Quiz 11.3
			Discussion Board 11.2: Future of Mobile Payments
			<p>Readings:</p> <ul style="list-style-type: none"> • What is Fintech • Global FinTech Adoption Index 2019 • What is blockchain, really? (An intro for regular people) • Why Do Bitcoins Have Value? • How Blockchain Can Help Marketers Build Better Relationships with Their Customers • AdAge Twenty-Seven Ways Marketers Can use Blockchain • How Will Blockchain Affect Brands And Marketing? • Mobile Money Landscape • Top 10 Mobile Payment Companies Leading the Global Mobile Payment Market in 2019
			<p>Optional Reading:</p> <ul style="list-style-type: none"> • Eight ways FinTech adoption remains on the rise • VIDEO: Mobile Payments Landscape

12	Privacy and Security	Activity: Complete "Discover your privacy personality"
		Quiz 12.1
		Module 12 Writing Assignment: Privacy and Security
		<p>Readings:</p> <ul style="list-style-type: none"> • Video: Why Privacy Matters TED Talk • CHROME Building a more private web • Zero-Party Data: An Explainer • Instead of surveillance, what if we told advertisers what they wanted to know? • The security and privacy issues that come with the Internet of Things • Sorry, your data can still be identified even if it's anonymized <p>Optional Reading:</p> <ul style="list-style-type: none"> • Apple contractors regularly hear confidential medical information, drug deals, and recordings of couples having sex, as part of their job providing quality control, or "grading", the company's Siri voice assistant, the Guardian has learned. • NY times Privacy Project
		Final Assignment

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]