COURSE SYLLABUS

Course Prefix & Number	Business 332
Course Name	Marketing Platforms and Systems
Term	Spring 2024

1. COURSE INFORMATION

1.1. Instructor Information

Instructor:	Kit Kiefer
Office Hours:	9:15-10:30 a.m., T-Th, CPS 336; virtual office hours also available via Zoom and email
Office Telephone:	Mobile: (715) 570-2120
E-mail:	kkiefer@uwsp.edu
Expected Response Time:	24 hours

1.2. Course Information

Course Description:	Marketing is increasingly an AI- and data-driven process that relies on multiple platforms and systems. In this class we'll review AI applications in business and examine systems used for managing customer relationships, measuring customer sentiment, gauging web performance, monitoring social performance, and more.
Credits:	3
Prerequisites:	Business 330, Marketing Principles

1.3. Textbook & Course Materials

Required Text(s):	It was going to be *Customer Relationship Management*, Buttle and Maklan, Fourth Edition (Routledge), but it's not.
Other Readings:	As assigned

1.4. Course Technology

Course Website:	N/A
Other Websites:	N/A
Course Delivery:	In-person

Delivery Mode Changes:	Changes to course delivery may occur at any time during the term to address public health and safety concerns.

Canvas Support:

Click the HELP button ([Help]) in the global (left) navigation menu and note the options that appear:

- Ask Your Instructor a Question: Submit a question to your instructor

  - Use sparingly; technical questions are best reserved for Canvas personnel and help as detailed below.
- Chat with Canvas Support (Student): Live Chat with Canvas Support 24/7!
  - Student request initiates a text chat with Canvas support. Response qualified with severity level.
- Contact Canvas Support via email: Canvas support will email a response
  - This lets you explain or upload a screenshot to show your issue.
- Contact Canvas Support via phone: Find the phone number for your institution
  - Calling the Canvas number will let Canvas know that you're from UWSP; available 24/7.
- Search the Canvas Guides: Find answers to common questions
  - Canvas guides connect you to documents you can search by issue. Video guides connect you to videos.
- Submit a Feature Idea: Have an idea to improve Canvas?
  - If you have an idea for Canvas, offer your thoughts through Submit a Feature.
- Self-train on Canvas through the self-enrolling/paced Canvas training course.

UWSP Technology Support:

- The Office of Information Technology provides a Service Desk so students can connect to the Campus Network, remove viruses and spyware, recover files, get equipment on loan, or fix their computer.
- You can email the Service Desk at techhelp@uwsp.edu, call (715) 346-4357 (HELP) or click the hyperlink above.
- For technology instruction sheets, online support videos, and related resources, click here.
- The university also provides a Technology Tutoring service where tutors meet students one-on-one to provide technology assistance.
- Additional tools to help students taking online or hybrid courses can be found here.

2. LEARNING OUTCOMES

2.1. Course Goals

After taking this course, you should be able to:
- Understand how AI is being applied in business, pitfalls and opportunities
- Understand how a customer relationship management system (CRM) works
- Understand key tools and platforms for measuring social performance
- Understand and apply key tools for measuring customer sentiment, experience, and satisfaction
- Understand and apply tools for measuring a website's performance
- Understand the concepts of search engine optimization
- Understand how multiple tools and platforms work with each other

2.2. Course Learning Objectives
- Being able to analytically and practically approach the adoption of new platforms and systems
- Being able to reasonably and ethically apply AI to a variety of business situations
- Being able to understand commonalities among systems to ease the learning curve
- Being able to apply tools, platforms and systems to enhance the efficiency and impact of marketing
- Being able to set and measure reasonable benchmarks for marketing success through the application of platforms and systems

2.3. Academic Unit

Sentry School Mission:	The UW-Stevens Point Sentry School of Business and Economics creates career-ready graduates and leaders through applied learning. We serve the businesses, economy, and people of the greater Central Wisconsin region. We specialize in preparing students for success by providing professional development experiences, access to employers, and in-demand skills. The SSBE achieves its mission by valuing: • Talent development • Lifelong learning • Career preparation • On-the-job experiences • Community outreach • Regional partnerships • Continuous improvement
Accreditation Commitment:	SSBE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation earned by 5% of world business schools. Accreditation instills a culture of continuously improving programs through connections with local business leaders, alumni and the community.

3. COURSE POLICIES

3.1. Attendance

Class attendance and participation will be an important part of your grade.

One of the most important characteristics of a good marketing professional is the ability to listen and contribute to the conversation (even if you don't happen to be listening at that time – believe me, I've been there). Expect to be asked to contribute to the conversation several times in each class period, and I hope you volunteer thoughts and insights more frequently than that.

You'll find class periods to often consist of free-flowing dialogue, which may be different than other class sessions you've been a part of. Hopefully, you'll find it more enjoyable and engaging.

It's an 8 a.m. class, and I know that can be a hardship. Please deal with it the best you can.

3.2. Late Work

I give you a lot of time to do your work; as a result, I have little tolerance for late work. Therefore, late work is subject to a penalty of up to 75% of the available points for that assignment.

3.3. Etiquette/Netiquette

There are excellent speakers lined up; out of respect to them, I ask that you make an extra-special effort to be in class and to be present, to interact with them and get everything you can from them. They are here in part because I bribed them with a Starbucks gift card, and in part because they actually care about you and your future. Take advantage of that.

4. GRADING

4.1. Grading Scheme

Letter Grade	Percentage Range (x = your score)			
A	93.0%	≤	x	≤	100.0% (or other max)
A-	90.0%	≤	x	≤	92.9%
B+	87.0%	≤	x	≤	89.9%
B	83.0%	≤	x	≤	86.9%
B-	80.0%	≤	x	≤	82.9%
C+	77.0%	≤	x	≤	79.9%
C	73.0%	≤	x	≤	76.9%
C-	70.0%	≤	x	≤	72.9%
D+	67.0%	≤	x	≤	69.9%
D	60.0%	≤	x	≤	66.9%
F	0.0%	≤	x	≤	59.9%

4.2. Grading Notes (if provided)

Assignments should be approached as if you were in charge of marketing at an organization and your boss asked you for something. If it wouldn't cut it in the business world, it's not going to cut it in class. If you have any questions on what that entails, ask me.

It goes without saying (yet I'm saying it) that all assignments should be completed on time, should be relatively attractive, and should be well-written, with attention paid to grammar, spelling, and wordiness. I'm a professional writer and a grammar freak, and while I'll cut you some slack, I don't have much tolerance for needlessly sloppy writing. Any assignments using graphics should be clean and attractive.

Also: Do the assignment as it's assigned. If I ask you to reflect on a speaker, genuinely reflect. Don't submit a couple of half-hearted bullet points. I know the temptation is to do the bare minimum, because college.

That's not what you do in the business world. I expect your best, all the time.

4.3. Points Available

Points	Item Description
200	Class participation
250	Assignments
150	Midterm
200	Presentation
200	Final Exam
100	Extra credit/discretionary points
1,100	**TOTAL**

5. COURSEWORK DESCRIPTIONS & COMMENTARY

5.1. Exams

The midterm and final will be take-home. While there are marketing situations that require snap judgments, they're rarer than you might think. What's much more important to me is that you can apply the techniques you learn here to real-life marketing situations.

I expect your exam work to be thorough and display creative and innovative applications of the content you've been provided, through the readings and in class. I'm interested in how you think.

5.2. Assignments

Assignments will fall into two categories:

1. Reflections on speakers or readings
2. Interactions with platforms and systems

Reflections are what you think they are: Your opinions and thoughts on a speaker or piece of content. Be thorough, be thoughtful, and show me you've been paying attention.

The second type of assignment is much more complex. The best way to understand marketing platforms and systems are to actually interact with them. To that end, you'll be given a business scenario at the start of the semester. I want you to implement platforms and systems to help promote and market that organization.

How do you choose these systems? Go to G2.com. In the top navigation you'll find a "Software" tab. When you click on that tab you'll see a whole list of software platforms and systems. Concentrate on the "Sales," "Marketing," and "Analytics" segments of the dropdown.

I want you to choose **seven** platforms to work with. Note that one program **must be a CRM**, and all platforms must do different things. Choose free platforms, or platforms where there's a free trial. You can choose up to three platforms in a given vertical – so an SEO platform and a web-analytics platform, or two different SEO platforms. Document what you do in each platform by capturing screen shots and/or showing reports. Side-by-side comparisons are also acceptable.

For each platform I want a report that shows at the minimum:
- What the platform does
- What it's commonly used for and who uses it
- How it works
- Core functionalities
- Costs
- Pluses/minuses
- How you applied it in your organization

If you choose a platform that requires existing infrastructure – like a website, so you can do SEO or web analytics – contact me for a set of credentials you can use.

If you do a report covering multiple platforms in a given vertical, each tool you use will count as one report, so don't skimp.

If you need to populate a database, create a dummy database with a minimum of 25 names, addresses, roles, email addresses, and organizations.

You will probably be contacted by a salesperson. If you are, tell them what you're doing, and refer them to me if they get pushy.

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Due dates for each platform report will coincide with that program's position in the syllabus. The last day we study CRMs will be the date the CRM report is due, for example.

For your final reports, you will each be given a scenario. I want you to dive into that scenario, assess needs and come up with specific platform recommendations to help manage the needs as described in the scenario. If one platform can address multiple needs, great. But tell me how it does that.

You will have a budget that's realistic for your business model. If you're a two-person graphic design shop, you're not going to choose full-fat Salesforce with everything included. The more specific you can get on cost, the better.

I view the final report and presentation – yes, I want a report and a presentation – this way: I'm your CEO. You've been assigned to make recommendations on platforms to help the business grow. Give me a report with everything I need to approve, disapprove, or modify your recommendations.

5.3. Zoom

In order to accommodate some schedules, there may be a Zoom component to this class. **Don't abuse the privilege. Only Zoom when necessary.** If the pandemic's taught us anything, it's that classes are better in person.

5.4. Pro Events

Note: You are <u>not</u> required to attend Smiley Pro Events as a part of this class. Also, Pro Events that are a naturally occurring part of this class (like a guest speaker) do not count towards your total.

Several UWSP departments and programs, including the Sentry School, sponsor **Smiley Professional Events** (or **Pro Events**).

Pro Events connect you to:
- *Campus* (e.g., academic coaching, student clubs);
- *Community* (e.g., Rotary, Business Council): and
- *Careers* (e.g., internships, networking).

As a Sentry School student, you can choose from more than 300 events per year – speakers, workshops and special events. Visit the Pro Events website for announcements of upcoming events. You can also follow them on social media. Facebook: UWSP School of Business & Economics; Instagram: @uwspsentryschool X: @UWSPBusiness

Find the Pro Events calendar in the new virtual C2C! Get started by either downloading the Suitable app in your preferred app store or by visiting **app.suitable.co**. Log in with your UWSP email; be sure to give access to your camera and turn on notifications. Later in the semester, you'll receive instructions on how to request that your Pro Events attendance credits be applied to your Sentry School classes with Pro Events requirements.

<u>If you have multiple courses/affiliations with Pro Events requirements, it's your responsibility to make sure you've attended enough events for each course/affiliation. If you haven't, your attendance will be allocated to your courses in alphanumeric order followed by any other affiliations.</u>

Attendance at Pro Events will be confirmed within the Pro Events Tracker in the virtual C2C. Please allow a week for confirmation of attendance at events held outside the Sentry School, such as Career Services events. If you have a question about Pro Events attendance, email proevents@uwsp.edu.

6. SCHEDULE

6.1. Dates and Deadlines

The instructor will provide a tentative course schedule in a supplementary file (or on the next page). Course schedules are organized by week number in accordance with the official UWSP Academic calendar. A direct link to the UWSP Academic calendar can be found here.

WK	DATE	TOPIC	READING/ ASSIGNMENT
1	Jan. 24-26	Syllabus Review – Introductions Need for platforms/systems Intro to AI	Read/Watch: The liberal arts are more important than ever What AI demands of us Education in the age of AI AI companies use the public as a laboratory
2	Jan. 31-Feb. 2	AI The Martech Stack Introduction to CRMs	Read: "CRM Glossary: all the CRM and sales terms you need to know"
3	Feb. 7-9	Working with CRMs Guest: Brad Rutta	Brad Rutta reflection Read: CRM Systems readings
4	Feb. 14-16	Project management Guest: Nick Myers	**CRM assignment due**
5	Feb. 21-23	Content creation tools	**Project management assignment due** Reading: "Unlocking the potential of ChatGPT"
6	Feb. 28-Mar. 2	Web tools: Design	**Content creation assignment due** Read: "How To Use Photoshop" and at least one more Photoshop tutorial
7	Mar. 7-9	Web tools: analytics	Read: "The Ultimate Guide To Google Analytics 2023"
8	Mar. 14-16	Social tools: content MIDTERM	**Web tools assignment due**
9	Mar. 28-30	Social tools: listening/analytics	Read: "The Complete Guide To Social-Media Analytics"
10	Apr. 4-6	Research platforms	**Social tools assignment due** Read: "What is Market Research: Complete Guide"
11	Apr. 11-13	Research platforms Email tools	Read: "Email automation"
12	Apr. 18-20	Communication platforms Internal/External	**Email tools assignment due** Read: "How To Use Slack in 2023"
13	Apr. 25-27	Ecommerce platforms Other platforms	**Communication tools assignment due**
14	May 2-4	Integration of multiple platforms Operating multiple platforms within your business Issues with platforms	Read: "The Complete Step-By-Step Shopify Tutorial For Beginners"
15	May 9-11	Presentations	
16	May 16ish	FINAL	

7. OTHER ADMINISTRATIVE DETAILS

7.1. ADA / Equal Access for Students with Disabilities

The Americans With Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. Links to UWSP's policies regarding ADA, nondiscrimination, and Online Accessibility (IT and Communication Accessibility) can be found at: https://www.uwsp.edu/datc/Pages/uw-legal-policy-info.aspx

UW-Stevens Point will modify academic program requirements as necessary to ensure they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs, compromise academic standards, or intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe their disability.

If modifications are required due to a disability, please inform the instructor and contact the Disability Resource Center (DRC) to complete an Accommodations Request form. The DRC is located in room 108 in the Collins Classroom Center (CCC). For more information, call 715-346-3365, email drc@uwsp.edu, or visit: www.uwsp.edu/drc.

7.2. Nondiscrimination Statement

No person shall be discriminated against because of race, ethnicity, color, age, religion, creed, gender, gender identity, sexuality, disability, nationality, culture, genetic information, socioeconomic status, marital status, veteran's status, or political belief or affiliation and equal opportunity and access to facilities shall be available to all. To address concerns regarding any of these issues please call 715-346-2606 or click here.

7.3. SSBE Inclusivity Statement

It's my intent that students from diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed in and out of class, and that the diversity that the students bring be viewed as a resource, strength, and benefit. Every person has a unique perspective and we learn from hearing many of them, but not all perspectives are represented in readings. Learning depends on all of you contributing to the class with your own opinions and perspectives. I intend to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

If you have experienced a bias incident (an act of conduct, speech, or expression to which a bias motive is evident as a contributing factor regardless of whether the act is criminal) at UWSP, you have the right to report it. To do so, first go to the Hate Bias Response Team website, then click the button that corresponds to the appropriate campus, and finally complete and submit the report. You may also contact the Dean of Students office directly at dos@uwsp.edu.

Further information on UWSP's commitment to an inclusive campus can be found here: Equity, Diversity, and Inclusion.

7.4. Religious Beliefs Accommodation

It is Universities of Wisconsin policy (UWS 22) to reasonably accommodate your sincerely held religious beliefs with respect to all examinations and other academic requirements. A direct link to this policy can be found here: https://docs.legis.wisconsin.gov/code/admin_code/uws/22

Help Resources

The Tutoring and Learning Center at 234 Collins Classroom Center helps with study skills, writing, technology, math, and science. For more information, call 715-346-3568 or click here.

If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the first floor of Delzell Hall. For more information, call 715-346-4646 or click here.

The UWSP Counseling Center is staffed with licensed mental-health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the third floor of Delzell Hall. For more information, call 715-346-3553 or visit: http://www.uwsp.edu/counseling/Pages/default.aspx

In addition to the support services provided by Student Health Service and UWSP Counseling, professional support services are available to students through the Dean of Students. The Office of the Dean of Students supports the campus community by reaching out and providing resources in areas where a student may be struggling or experiencing barriers to their success. Faculty and staff are asked to be proactive, supportive, and involved in facilitating the success of our students through early detection, reporting, and intervention. As such, an instructor may contact the Office of the Dean of Students if he or she senses that a student is in need of additional support beyond what the instructor is able to provide. For more additional information, click here.

UWSP students may also share a concern directly if they or another member of our campus community needs support, is distressed, or exhibits concerning behavior that is interfering with the academic or personal success and/or the safety of others. Please report any concerns of this nature at: https://www.uwsp.edu/dos/Pages/Anonymous-Report.aspx

7.6. Emergency Response Guide

In the event of an emergency, follow UWSP's emergency response procedures. For details on all emergency response procedures, please click here.

7.7. UWSP Community Bill of Rights and Responsibilities

UWSP values a safe, honest, respectful, and inviting learning environment. To ensure that each student has the opportunity to succeed, a set of expectations known as the Rights and Responsibilities document has been developed for all students, staff, and faculty to help establish a positive living and learning environment at UWSP. For more information, click here.

7.8. University Attendance Policy

In addition to the course attendance policies determined by the instructor (noted above if

applicable), the university provide standard guidelines by which students are to abide. All exceptions to the course attendance policy or the university guidelines should be documented in writing. A link to the university's attendance guidelines can be found [here](#).

7.9. University Drop Policy

You're expected to complete the courses for which you register. If you decide you don't want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you'll receive an F in the course at end of the semester. A link to the university's drop policy can be found [here](#).

7.10. Academic Honesty

Universities of Wisconsin policy (UWS 14) states that students are responsible for the honest completion and representation of their work, for appropriate citation of sources, and for respect of others' academic endeavors. Students suspected of academic misconduct will meet with the instructor to discuss the concerns. If misconduct is evident, procedures for determining disciplinary sanctions will be followed as outlined in UWS 14. A direct link to this policy is [here](#).

7.11. Grade Reviews/Appeals

A formal grade appeal, also known as a Grade Review, can be requested when the student feels that they were not provided a syllabus with a grading scale in a timely manner (i.e., the end of the second week of classes) and/or the instructor did not stick with the grading scale published in the syllabus. Questions of whether or not the instructor appropriately graded one or more of the course assignments, quizzes, exams, etc. are not matters to be decided by a formal grade appeal, but rather should be taken up with the instructor directly. Information on grade reviews can be found in the University Handbook, Chapter 7, Section 5. More information is available [here](#).

7.12. Non-Academic Misconduct

Information on non-academic misconduct can be found in Chapters 17 and 18 of the Student Rights and Responsibilities Document. A link to the university's policies on non-academic misconduct can be found at: https://www.uwsp.edu/dos/Pages/stu-conduct.aspx.

7.13. Confidentiality

Under FERPA, students cannot remain anonymous in a class. Students are permitted to know who else is in their class.

Learning requires risk-taking and sharing ideas. Please keep classmates' ideas and experiences confidential outside the classroom unless permission has been granted to share them.

This course may require students to post their work online using applications or services that have not been approved by the Universities of Wisconsin. In this situation, the student's work will only be viewable only by their classmates. None of the work submitted online will be shared publicly. Some assignments require account creation for online programs. The instructor of this course will not share your academic records (grades, student IDs). Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. Examples of additional risks include data mining by the company

providing the service, selling of your email to third parties, and release of ownership of data shared through the tool. Please contact your instructor prior to the due date if you wish not to participate in these online assignments due to confidentiality concerns.

Universities of Wisconsin-approved tools meet security, privacy, and data protection standards. For a list of approved tools, go to: https://www.wisconsin.edu/dle/external-application-integration- requests/. Tools not listed on the website linked above may not meet security, privacy, and data protection standards. If you have questions about tools, contact the UWSP IT Service Desk at 715- 346-4357. Links to the Terms of Use and Privacy Polices for tool used at UWSP be found here.

Take these steps to protect your data and privacy:
- Use different usernames and passwords for each service you use
- Do not use your UWSP username and password for any other services
- Use secure versions of websites whenever possible (HTTPS instead of HTTP)
- Have updated antivirus software installed on your devices

Additional resources regarding information security at UWSP can be found here.

It's important for students to understand that faculty are required to report any incidents of maltreatment, discrimination, self-harm, or sexual violence they become aware of, even if those incidents occurred in the past, off campus, or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow the university to provide resources to help the student continue to be successful.

7.14. Intellectual Property - A Guide to Student Recording and Sharing Class Content

Lecture materials and recordings for this class are protected intellectual property at UW-Stevens Point. Students in this course may use the materials and recordings for their personal use related to participation in this class. Students may also take notes solely for their personal use. If a lecture is not already recorded, you are not authorized to record my lectures without my permission unless you are considered by the university to be a qualified student with a disability requiring accommodation. [Regent Policy Document 4-1] Students may not copy or share lecture materials and recordings outside of class, including posting on internet sites or selling to commercial entities. Students are also prohibited from providing or selling their personal notes to anyone else or being paid for taking notes by any person or commercial firm without the instructor's express written permission. Unauthorized use of these copyrighted lecture materials and recordings constitutes copyright infringement and may be addressed under the university's policies, UWS Chapters 14 and 17, governing student academic and non-academic misconduct.

7.15. Sample Coursework Permission

I may want to use a sample of your work or some of the feedback you provide on the course in future teaching or research activities. Examples: showing an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. If your coursework or feedback is used, your identity will be concealed. If you prefer not to have your work included in any future projects, please send me an e-mail indicating that you're opting out of this course feature. Otherwise, your participation in the class will be taken as consent to have portions of your coursework or feedback used for teaching or research purposes.

7.16. Revision Clause

This syllabus, the provided schedule, and all aforementioned coursework are subject to change. It's the student's responsibility to check the course website for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email.

7.17. COVID-19

Many COVID-19 restrictions have been lifted, both across the state and on UW-Stevens Point campuses. Yet COVID cases continue, so it's important to continue taking precautions.

For more information, visit our COVID [website](). Students with questions may call Student Health Service at 715-346-4646.