

COVID-19

Northwestern Connecticut Community College is operating under modified conditions due to COVID in order to follow the guidelines of the Connecticut State Colleges and Universities, Centers for Disease Control and Prevention, and the Connecticut Department of Public Health. The college will continue to update the services available to students through our [Student Online Guide](#). Please refer to this website and the [NCCC COVID page](#) often throughout the semester for the most up to date information.

NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE

COURSE SYLLABUS

Course Title: Internet Marketing

Course #: BMK*216

Course Description: Internet Marketing provides students with the theoretical understanding of the Internet marketplace necessary to adapt to its many changes, while also equipping the with the skills needed to perform vital daily functions. Students will have the knowledge, skills and abilities to help any company with an online presence and improve their use of the Internet. Three (3) semester hours.

Prerequisite: BMK* 201 with a grade of C or better, or permission of the Instructor.

Goals: To develop an understanding of the advertising and sales promotion environment, processes and concepts. To recognize that what companies produce are not necessarily tangible things, but rather powerful images manufactured through the advertising and branding processes.

Outcomes: Upon successful completion of the course, students should be able to:

- Using knowledge of search engine optimization, make recommendations on how a website can improve its organic search rankings.
- Demonstrate an understanding of the mechanics of paid search ranking by creating a search engine marketing campaign and evaluate its effectiveness.
- Create an online display ad campaign and measures its ROAS (return on ad spend).
- Recommend changes that will improve the conversion rates of a campaign.
- Determine the appropriate KPIs for any type of website.
- Make appropriate recommendations to an eCommerce website based on the conversion funnel.
- Implement best practices in marketing to a database of current and potential customers via email.
- Utilize knowledge of social media tactics to design an effective social media campaign.
- Implement online reputation management tactics to improve the online reputation of a brand.

COLLEGE POLICIES

Plagiarism

Plagiarism and Academic Dishonesty are not tolerated at Northwestern Connecticut Community College. Violators of this policy will be subject to sanctions ranging from failure of the assignment (receiving a zero), failing the course, being removed/expelled from the program and/or the College. Please refer to your “Student Handbook” under “Policy on Student Rights,” the Section entitled “Student Discipline,” or the College catalog for additional information.

Americans with Disabilities Act (ADA)

The College will make reasonable accommodations for persons with documented learning, physical, or psychiatric disabilities. Students should notify Daneen Huddart, Disabilities Counselor. She is located at Green Woods Hall, in the Center for Student Development. Her phone number is 860-738-6318 and her email is dhuddart@nwcc.edu.

School Cancellations

If snowy or icy driving conditions cause the postponement or cancellation of classes, announcements will be made on local radio and television stations and posted on the College’s website at www.nwcc.edu. Students may also call the College directly at (860) 738-6464 to hear a recorded message concerning any inclement weather closings. Students are urged to exercise their own judgment if road conditions in their localities are hazardous.

Use of Electronic Devices

Some course content as presented in Blackboard Learn is not fully supported on mobile devices at this time. While mobile devices provide convenient access to check in and read information about your courses, they should not be used to perform work such as taking tests, quizzes, completing assignments, or submitting substantive discussion posts.

Course Withdrawal

If you are thinking about withdrawing from this class, **SPEAK TO YOUR INSTRUCTOR** first. Your instructor will be able to give you an idea of how you are doing overall and may be able to offer you suggestions for improvement and explain other options available. **BEFORE** you withdraw, consider the following:

- Withdrawing from a class can have an impact not only on your current funding (e.g. Financial Aid, Veteran’s benefits or Scholarships, etc.) but may also impact your **FUTURE** funding
- Withdrawing from a class will make you ineligible for Dean’s List Honors for that semester
- Too many **W**’s on your transcript can impact your ability to transfer to a four-year institution, acceptance into a particular degree program and/or acceptance into graduate school

Sexual Assault and Intimate Partner Violence Resource Team

NCCC is committed to creating a community that is safe and supportive of people of all gender and sexual identities. This pertains to the entire campus community, whether on ground or virtual, students, faculty, or staff.

Sexual assault and intimate partner violence is an affront to our national conscience, and one we cannot ignore. It is our hope that no one within our campus community will become a victim of these crimes. However, if it occurs, NCCC has created the SART Team - Sexual Assault and Intimate Partner Violence Resource Team - to meet the victim's needs.

SART is a campus and community based team that is fully trained to provide trauma-informed compassionate service and referrals for comprehensive care. The team works in partnership with The Susan B. Anthony Project to extend services 24 hours a day, 7 days a week throughout the year.

The SART Team members are:

Susan B. Anthony Project

24 Hour Hotline

860-482-7133

Ruth Gonzalez, Ph.D.

860-738-6315

Green Woods Hall Room 207

Sarah Bement, Ph.D.

860-738-6382

Founders Hall Annex Room 214

860-496-3138 (VP)

Andrew Wetmore

860-738-6344

Green Woods Hall Room 110

Michele Better

860-738-6305

Founders Hall Annex Room 308

Michael Emanuel

860-738-6389

Founders Hall Annex Room 308

Jane O'Grady

860-738-6393

Joyner Health Science Center Room 205

Robin Orloski

860-738-6416

Business Office Room 201

Daneen Huddart

860-738-6318

Green Woods Hall Room 211

David Ferreira, Ex-Officio

860-738-6319

Founders Hall Room 103

At NCCC we care about our students, staff and faculty and their well-being. It is our intention to facilitate the resources needed to help achieve both physical and emotional health.

Basic Needs Security:

NCCC has several resources to support students who may have difficulty with living expenses including; accessing sufficient food to eat every day, and/or having a safe and stable place to live. We recognize that personal life challenges can negatively affect classroom performance so we have available several assistance options.

For students who may have food insecurities, we offer Food for Thought, NCCC's student food pantry, which is located in Founders Hall Annex 3rd floor. The hours are posted on our Food for Thought website, located under the Student Services tab of the NCCC homepage. If you have questions about the food pantry, please contact either Prof. Crystal Wiggins at cwiggins@nwcc.edu or Prof. Todd Bryda @ tbryda@nwcc.comnet.edu. There is also a once per month community Mobile Food Pantry available to students.

The NCCC Student Emergency Fund is another option that can help students financially to manage crisis situations. To apply for student emergency funding, please contact Ruth Gonzalez, Director of Student Services at rgonzalez@nwcc.edu to fill out an application. If you need assistance with finding a safe and stable place to live or are struggling with an addiction, please contact our Center for Student Development (CSD) for a list of community resources. CSD is located on the second floor of Greenwoods Hall.