

## **Keep it Moving, Going Mobile: Creating Curriculum for Mobile Marketing Course**

Kristen R. Schiele, Cal Poly Pomona  
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### Abstract

Students are evolving quickly, wanting to adopt new technologies and gain new digital experiences using mobile and social media faster than marketing academics can respond. This paper discusses my experience in creating curriculum for a mobile marketing course. The learning objectives are provided to assist faculty in developing curriculum, and the course assignments are outlined to demonstrate how students can utilize hands-on learning techniques and engage in high-impact practices. The field of mobile marketing is rapidly developing every year, so it is important to create an effective learning environment in which students can apply traditional marketing principles with the advancing technical requirements of the marketing industry.

### Introduction

“If your plans don’t include mobile, your plans are not finished.” –Wendy Clark, Coca-Cola  
Mobile Marketing is the process of connecting, engaging and influencing individuals through and with mobile devices. It’s the untethered, mobile enhanced experiences that existing and prospective customers can have with a brand across all traditional and digital media, devices and networks. According to Nielsen, 90% of all media consumption is digital and 20% of this is mobile and the majority of Internet and social media traffic is occurring over mobile devices. In 2016 mcommerce (mobile commerce) accounts for 38% of ecommerce and \$140 billion in sales, and by 2018 that number is projected at \$200 billion. So it is imperative that marketers learn to successfully integrate mobile marketing into the marketing mix if they are going to be successful.

Due to growing importance of this area, I created a mobile marketing course designed to help students understand the evolving options available, evaluate which are relevant to their marketing objectives, and create compelling campaigns that take advantage of the power of mobile. Mobile marketing is very complex since customers do not all have the same device and may not all use mobile the same way. So in mobile campaigns marketers must be prepared to make adjustments and be flexible, and respondent to consumers in a relevant and real time manner.

### Mobile Marketing Course Outline

#### Course Guidelines

The goal of this course is to teach students how marketers can create mobile enhanced experiences to connect people with their brand across all traditional and digital media, devices and networks. 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. This course uses a digital textbook from Stukent

(stukent.com) and many of the tools and learning outcomes our adapted or incorporated into my course curriculum.

#### 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
4. Evaluate mobile marketing strategies in relation to current legal/ethical standards of practice.
5. Assess the effectiveness of integrating mobile marketing with online and offline marketing.
6. Evaluate techniques of mobile marketing using strategies such as: target marketing, tracking

ROI of customers for business, governmental, and not-for-profits in global marketplace.

#### Assignments

Case Studies- Using case studies, students will better understand mobile experiences, understand the customer journey and see more about the mobile marketing landscape.

Mobile Marketing Plan- In this group project, students will apply the knowledge they learned by creating a Mobile Marketing Plan. This plan should include a written report (8-10 pages) and an in-class powerpoint presentation. Each group will first choose an organization select a target audience. Next they will outline a communications strategy on how best to reach these consumers, and describe how they will use mobile channel to engage their customers. The majority of time on this project will be spent creating a mobile application, and mobile ads that use SEO, SEM, Email, Social Media, and Facebook. Throughout the project the students must keep in mind their ROI and strategy, target customer, segments, positioning, and ethics, as well as all regulations they have learned through the course.

#### Discussion

Higher education is becoming more digitally integrated, especially with the implementation of digital textbooks, but there is still a long way to go in order to serve the digital nature of today's student population. During this course, both quantitative and qualitative methods to provide a holistic picture of how students perceive the mobile marketing course curriculum. Two rounds of surveys will be conducted, administered in the middle of the semester and at the end of the term. The findings from these will be used to further modify the curriculum to create a rigorous and rewarding course for the students.

References Available Upon Request