

Spring
2019



CMST483

**ADVANCED BUSINESS
& ORG. COMMUNICATION**

HubSpot
Academy 

SIU
CARBONDALE

SOUTHERN ILLINOIS UNIVERSITY
**DEPARTMENT OF
COMMUNICATION STUDIES**

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Course Outline for CMST 483

Spring 2018 | Topic: Writing for Inbound Marketing & Team-Based CRM

Contact

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Office Hours

TBD

By appointment: craigengstrom.ninja/contact

Course Policies and Details

See craigengstrom.ninja/cmst-483

Course Meeting Times

This course is structured in an accelerated 8-week format (like summer courses); it will move fast.

Mondays & Wednesdays:

Online, self-paced. Expect about 1.25 hours of work on Mondays and Wednesdays.
D2L- & HubSpot-required work must be completed by midnight.

Tuesdays & Thursdays:

Classroom, 3:35–4:50 p.m. CST. Distance Ed students will join via Skype and Microsoft Teams. If you join the course, you must be able to webinar in at this time.

Homework

Like any course, you will need to dedicate additional time outside of class time.

Course Structure

This class will employ many of the ideas outlined in the [flipped classroom](#) methodology. A flipped classroom is a type of blended learning where students consume instructional content (lectures, videos, reading) outside of the classroom and use in-class time to conduct classroom exercises and engage in team-based activities that are traditionally assigned as homework. This format allows instructors to use the classroom time to facilitate discussions based on homework assignments, review examples of students' work, answer student questions, and help students' develop presentations.

You will need to follow the course schedule to stay on task. Your engagement with D2L and HubSpot platform is being tracked; you will need to complete activities and assignments within this platform *on time*. On-time completion will prepare you to fully engage learning in the classroom. Of course, completing HubSpot content will help you earn your certifications. Your progress will also be measured with quantitative and qualitative assessment of your class participation, team participation, quality of the project work completed, and passing the required HubSpot Certifications. (You can complete additional certifications if you want.)

Course Overview, Goals, & Learning Outcomes

Course Overview

Using free certifications, resources, exercises and software to create a comprehensive approach to writing, selling, and relating to publics, this course will prepare students to enter the worlds of internet, digital and inbound public marketing.

The world has changed radically in the past decade. The way that people live, shop, work and buy has been transformed. As a result, companies - from small businesses to Fortune 500 companies - have been forced to adapt the way they attract, convert, close and delight their customers. They are doing this using Inbound Sales and Inbound Marketing.

There are two philosophies that drive *Inbound Sales*:

- Inbound sales teams base their entire sales strategy on the buyer rather than the seller.
- Inbound salespeople personalize the entire sales experience to the buyer's context

This course is a blueprint to teaching how the world has changed, how it's changed the buyer-seller relationship, and how to thrive as a modern sales rep.

Inbound Marketing is marketing focused on getting found by customers. Replacing the old outbound marketing methods of buying ads, buying email lists, and scrounging for leads, inbound marketing focuses on creating quality content that pulls people toward a company and product, at a time and in the manner that works for them.

In traditional marketing, companies focus on finding customers. Generally, they use techniques that are interruptive. These techniques could be anything from cold-calling and print advertising to TV commercials and junk mail. But technology is making these techniques less effective and more expensive. Caller ID blocks cold calls, DVR makes TV advertising less effective, and spam filters block mass emails. It's still possible to get a message out using these channels, but it costs a lot more.

Inbound is a fundamental shift in the way business is done. Instead of interrupting people with television ads, they might create videos that potential customers want to see. Instead of buying display ads in print publications, they could create a business blog that people would look forward to reading. And instead of cold calling, they create useful content so that prospects can contact them when they want more information. They use social media channels to create engaging content, listen, and respond to peoples' needs.

This course will cover the fundamentals of Inbound Sales Strategy and High-Impact Business Writing, Developing Customer/Buyer Personas, Creating Effective Marketing Copy (specifically landing page, blogs, and email), and strategies for nurturing a customer relationship. Students will demonstrate what they learned in the course by delivering an advanced presentation in a webinar format at the end of the term.

Course Goals

This course will focus on the key components of planning and creating an effective Inbound strategy. Specific emphasis will be placed on the key principles necessary to be successful in sales and marketing:

1. **Effective Business Writing:** Students will learn to write high-impact content that addresses buyers' personas.
2. **Effective Oral Communication:** Students will learn strategies and tools to digitally work in terms and present webinars.
3. **Understanding Inbound Sales Fundamentals:** Students will be able to understand the Inbound Sales Methodology and how it helps sales reps align the way they sell with the way people buy.
4. **Creating an Outreach strategy:** Students will be able to create an outreach strategy that aligns with their buyer's journey.
5. **Demonstrating Value:** Students will be able to effectively customize a presentation to resonate with a specific opportunity.
6. **How CRM and technology helps sales:** Students will be able to effectively implement HubSpot's CRM to facilitate the process of moving leads through a company's sales pipeline.
7. **Understanding Inbound Marketing Fundamentals:** Students will be able to understand the Inbound Methodology and how it helps businesses attract, convert, close and delight customers.
8. **Creating an effective Inbound Marketing Strategy:** Students will be able to create a comprehensive Inbound strategy including:
 - a. Buyer personas to identify and target ideal leads and customers
 - b. A conversion path to effectively generate leads
 - c. A nurturing strategy for turning leads into customers
 - d. A strategy to maintain relationships to generate product or service evangelists.

Course Learning Outcomes

By the end of this course, students will be able to

- write high-impact blogs and emails
- collaboratively work in digital teams using digital collaboration software
- present to regionally dispersed audience using webinar technology
- identify the stages in an existing sales process
- identify, re-structure and formalize stages in a suboptimal process
- define, find and connect with a good-fit prospect
- field objections and uncover the root of prospect concerns
- execute an effective closing call
- implement HubSpot CRM to facilitate a sales process

Required Resources and Readings

The following are free to you! Otherwise it would be \$800/month fee.

1. HubSpot Portal Overview | Marketing Hub (Introduction: "Learning with HubSpot")
2. HubSpot Sales Software (Introduction)
3. Inbound Certification: A free online certification with videos, transcripts slides and additional readings.
4. Inbound Marketing Certification
5. Business Writing Course + Understanding Blogging in HubSpot
6. Email Marketing Certification
7. Webinars/blogs on digital groupwork/presentations

Assignments

Each week of this 8-week outline follow a similar, repetitive structure

- HubSpot Academy lectures, materials (including the relevant section of the Inbound certification)
- Additional reading that will provide detail and context on the week's topic (see D2L)
- An exercise or two conducted in class or assigned as homework

The main graded assignments include

- Your organization's buyer persona (worksheet)
- Landing page (flyer)
- High-impact blog post (500–750 words)
- Engaging email (75 words or less)
- Simulation with team (completed in Week 7) – Create all of the above for a client in a team over the course of a week, A/B test in HubSpot
- Presentation of top knowledge, skills, abilities learned in course (5-7 minute webinar)

Class Schedule and Assignments

Available November 30, 2018

Grading

Coming Soon.