

# MKT 355: Marketing in the Digital Age

## FALL 2016 Course Syllabus and Schedule

LEC 001: 11:00-12:15pm, Monday and Wednesday, Room 1280

LEC 002: 1:00-2:15pm, Monday and Wednesday, Room 1270

<i>Instructor:</i> Katie Krueger (608) 234-0401 (Cell) You may text me. Office: 3427 Grainger Hall (in the AC Nielsen Center) Email: Katie.Krueger@wisc.edu Office Hours: 10-11:30am Tuesday; Also by appointment	<i>Teaching Assistant:</i> Zoe Lu Name: Zoe Lu Email: ylu248@wisc.edu Office Address: Grainger 4181 Office Hours: Mon. & Tue.; 9:00-5:00pm
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*Required Text:* None. Readings posted on course website.

*Required Coursepack:* There is a required coursepack that contains the case studies we will be reading in class. You may purchase this at the Grainger Copy Center.

*Computer Policy:* Laptops and mobile devices are not allowed to be used in class unless for a class activity, in which case you will be given advanced notice.

**TL;DR\* version:**

1. 99% of all the questions I receive about class logistics each semester are answered here – before you ask, please read through the syllabus carefully.
2. I do not accept late assignments, without exception.
3. No laptops, tablets, or mobile devices in class unless you're given notice ahead of time for an activity.
4. All the correct due dates are listed here, in the syllabus. If the website contradicts this syllabus, go with the dates here in the syllabus. Assignments are due before the start time of your section.
5. This is a fun class, I promise.

\*Too long; didn't read. <https://goo.gl/Ynkj8Y>

## OVERVIEW AND OBJECTIVES

This course prepares students with a foundational understanding of digital marketing channels and how successful marketing campaigns use online and mobile platforms. This course covers the fundamentals of digital marketing including Internet marketing strategies, user-generated content, search engine optimization, website design and management, inbound marketing, email marketing, social media campaigns, mobile apps, content strategy and paid advertising.

The course includes classroom discussion, a group consulting project with a business client, case studies and exams. Students will exit the course with a solid understanding of digital marketing strategies, a familiarity with digital marketing tools, and experience working with a local business or non-profit to develop a digital marketing campaign.

My goal is to give each student who is willing to work hard a concrete set of skills and competencies that make them competitive applicants for digital marketing jobs, effective at marketing in entrepreneurial ventures, and critical thinkers about digital marketing.

**Course objectives:** At the end of this course, you should be able to...

- Develop an Internet marketing strategy
- Select appropriate Internet marketing tools to achieve marketing & sales goals
- Understand the strategy behind and tactical implementation of the following:
  - Website design and management
  - Social media
  - Search engine optimization
  - Paid search advertising
  - E-commerce
  - Email marketing
  - Mobile apps

## COURSE STRUCTURE

The course is broken up into six different units:

- Unit 1: The digital age overview
- Unit 2: Search – getting a business found online
- Unit 3: Paid advertising campaigns
- Unit 4: Email marketing
- Unit 5: Social media marketing
- Unit 6: Analytics: Using data to make decisions

## COURSE POLICIES

**Grading and evaluation:** Grades will be determined using the following point assignments:

	Points	Percentage
Exam 1	100	20%
Exam 2	100	20%
Final Project	100	20%
Case Write Up (in group)	75	15%
Homework	75	15%
Participation & Attendance	50	10%
<b>TOTAL POINTS</b>	<b>500</b>	<b>100%</b>

**Final grades will be based on the following scale:**

A	93%-100%	AB	88%-92%	B	82%-87%		
BC	78%-81%	C	72%-77%	D	60%-71%	F	0%-59%

## IMPORTANT NOTES ON DUE DATES:

1. **I do not accept late assignments, without exception. Don't wait for the last minute to turn something in.**
2. Submit all assignments on the course website.
3. All due dates are listed here-in the syllabus. If there is a contradiction between due dates here in the syllabus and on the course website – go by the date here in the syllabus.
4. All assignments are due before the start time of your class section (on the day as listed in the syllabus.)

### *Cases: Forum Posts & Group Written Analysis*

We will discuss five cases in class, all of which you must read.

For one of these cases, you must write up an analysis for one of the cases with your group, **as assigned**. Submit the write-up via the course website before the beginning of the class period in which we are discussing it. Case analysis instructions and a rubric are posted on the course website. For the other four cases, you will write brief responses to questions on the class forum, and come prepared to discuss. **For the case you write an analysis, you do not need to post to the class forum.**

### *Exam*

There will be two exams covering lecture materials and readings. The format will be multiple choice questions, short answer, and short essays. They will be online but taken in class. More details will be given in class.

### *Homework*

There are five homework assignments throughout the semester, listed and labeled (A1, A2, etc.) with due dates in the calendar portion of the syllabus. Details on the assignments are posted on the course website.

### *Participation & Attendance*

Attendance in class is mandatory and I will take attendance on a random selection of days over the course of the semester. You will lose points on the days you are absent, unless there is a medical/family emergencies, religious observances, and “getting-ahead-in-life” commitments (e.g., a job interview, employer info session, etc.) that you communicated to me in advance via email.

Throughout the semester, we will participate in unannounced in-class exercises. Class exercises will be graded on a pass/fail basis. You must complete them in a thoughtful professional way to receive credit. You must be in class and participate to receive these points. If you have contacted me prior to class as described above, you may be granted an extension. Otherwise, you will not be allowed to make up these exercises.

### *Group Project*

In teams of 4-5, you will design a digital marketing strategy for a local business or nonprofit of your choosing. The goal of the project is to take marketing concepts that are learned in class and apply them to a real marketing plan. A final report will be written and should be **no more than 15 pages** (double spaced, 1” margins, 12 point font) with no more than 3 pages of appendices and exhibits. You will also give a 15 minute presentation on your strategy, in-class. Additional details are on the course website.

**You will be evaluated by the members of your group for participation.** If you do your fair share, you will earn the maximum grade available to you. If you haven't done your fair share, you may end up earning a lower grade than others in your group.

Ultimately, I will make the group assignment decisions, but you may indicate your preferences via the form on the course website (people you do or do not want to work with) by the deadline listed in the calendar. See the link to the related form on the course website – please do not email me your preference.

### ***Class Discussion***

Class discussion is a crucial element in both the learning and enjoyment of the class. To ensure positive participation, I have put together the following guidelines for participation:

1. **Come prepared.** Nothing is more obvious than someone trying to talk about an article or case that he or she has not read. The assigned readings are meant to serve as a foundation for our ideas and discussion.
2. **Be respectful.** You have the right to disagree with your fellow students and with me, but you must do so in a respectful way. The golden rule (treat others as you'd like to be treated) serves as a good guideline for what is respectful.
3. **Listen.** Talking is not the only way to participate – actively listening to your fellow classmates is just as important. The person who speaks the most is sometimes the one who is saying the least. Please listen to classmates in order to build on (or challenge) their ideas and to avoid repetition.

### ***Other Policies:***

***Students with Disabilities:*** Your success in this class is important. If there are circumstances that may impact your performance, please let me know as soon as possible, so we can develop strategies and/or adapt assignments and exam environments to help you excel. The McBurney Disability Resource Center (263-2741) provides resources for students with disabilities. You will need to provide documentation of disability to them in order to receive official university services and accommodations.

All University, School of Business, and Marketing Department policies on academic dishonesty, discrimination, sexual and racial harassment, dead week, drop-add, grading, incompletes and final exams, as stated in the UW, college, and department documents will be observed in this class. Academic dishonesty includes, but is not limited to, plagiarism, copying answers on exams or assignments, and unauthorized use of notes/aides during exams and any student found violating the academic dishonesty policy will receive a grade of zero for that assignment or exam.

COURSE CALENDAR: TOPICS AND ASSIGNMENTS  
**IMPORTANT:** See course website for required readings each week.

DATE	TOPICS COVERED IN CLASS: There are readings due for most classes: See course website for specifics.	ASSIGNMENT DUE: Homework is due by the beginning of class and must be submitted online.
7-Sep	<b>COURSE OVERVIEW</b>	
12-Sep	Unit 1: The Digital Age & Marketing	
14-Sep	Unit 1: The Digital Consumer and the Role of Search	DUE: Complete group preferences form on course website.
19-Sep	Unit 1: Case Study: The Big Skinny	Post answers to case questions on Class Forum
21-Sep	Unit 2: Search & Content Marketing	
26-Sep	Unit 2: Websites and SEO	
28-Sep	Websites and SEO, continued.	
3-Oct	Unit 2: Keyword Planning	[A1] Keyword Research Assignment Part 1 is due. **Bring your laptop to class for activity.
5-Oct	Unit 2: Case Study: Hubspot	Post answers to case questions on Class Forum
10-Oct	Unit 3: Advertising Overview	DUE: Submit your group's business/nonprofit/organization chosen for final project using form link on course website.
12-Oct	Unit 3: Affiliate Advertising: Case Study: Ebay	Post answers to case questions on class forum.
17-Oct	<b>EXAM 1</b>	
19-Oct	Virtual Guest speaker: Andrew Foxwell	
24-Oct	Unit 4: Email Marketing	[A2] Ad creation Assignment is due
26-Oct	Unit 5: Social Overview	
31-Oct	Social Overview, continued	
2-Nov	Unit 5: Case Study: L'oreal Case	Post answers to case questions on class forum
7-Nov	Unit 5: Online Listening	[A3] Class campaign assignment due.
9-Nov	Unit 5: Case Study: Ford Fiesta	Post answers to case questions on class forum **Bring your laptop to class for activity.
14-Nov	Unit 6: Analytics Overview	**Bring your laptop to class for activity.
16-Nov	Unit 6: Making Decisions with Analytics	[A4] Online listening assignment is due. **Bring your laptop to class for activity.
21-Nov	Guest Speaker: Dan Roelke	
23-Nov	NO CLASS – HAPPY THANKSGIVING	
28-Nov	Wrap up and Exam Review	**Bring your laptop to class for activity.
30-Nov	<b>EXAM 2</b>	
5-Dec	<i>Class presentations</i>	[A5] Analytics Assignment is due
7-Dec	<i>Class presentations</i>	
12-Dec	<i>Class presentations</i>	
14-Dec	<i>Class Presentations</i>	DUE: Final project write up is due DUE: Team member evaluation