

## **MARKETING IN THE DIGITAL AGE COURSE SYLLABUS – FALL 2019**

**LEC 001:** Mon&Wed 11:00AM - 12:15PM GRAINGER 1195

**LEC 002:** Mon&Wed 1:00PM - 2:15PM GRAINGER 1195

**Computer & Mobile Device 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.

**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. All other course readings will be provided on Canvas.

## **INSTRUCTOR AND TEACHING ASSISTANT**

**Instructor:** [REDACTED]

[REDACTED]; Office Hours: 11:30-1:00pm Tuesdays and by appointment

**TA:** [REDACTED]; Office hours by appointment

## **OVERVIEW & 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 seven different units:

- Unit 1: The digital age overview
- Unit 2: Search – getting a business found online
- Unit 3: Paid digital advertising
- Unit 4: Analytics: Using data to make decisions
- Unit 5: Social media marketing
- Unit 6: Email marketing
- Unit 7: Web Design & User Experience

## COURSE POLICIES

**Grading and evaluation:** Grades will be determined using the following weighted values:

Assignment	Percentage of Grade
Exam 1	20%
Exam 2	20%
Final Project	20%
Homework	20%
Case questions	10%
Participation & Attendance	10%
<b>TOTAL</b>	<b>100%</b>

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

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

### 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 because if your computer blows up or your house starts on fire or you sleep through your alarm, it will not matter. I have sympathy for all those situations, but I will still not accept your late homework.**
2. Submit all assignments on the course website.
3. All due dates are listed here (in the syllabus) and on Canvas.
4. All assignments are due before the start time of your class section (on due date.)

### **Cases: Pre-class discussion questions.**

We will discuss five cases in class, all of which you must read and come prepared to discuss in class. You are responsible for answering analysis questions on the course website **before the class in which we discuss each case.**

### **Exams**

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 six homework assignments throughout the semester, listed and labeled [HW] 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 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, you will design a digital marketing strategy for a local business or nonprofit. The goal of the project is to take marketing concepts from class and apply them to a real marketing plan. Your group will write a final report no longer than 15 pages (double spaced, 1” margins, 12 point font) with no more than 3 additional 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.

***Credits***

This is a 3-credit course. This class meets for two 75-minute class periods each week over the semester and carries the expectation that students will work on course learning activities (reading, writing, problem sets, studying, etc.) for about 3 hours out of classroom for every class period.

***Instructional Mode***

This class is delivered all face-to-face. Some activities will be blended, where students do work outside of class and then bring it to class where we will build on what we find.

## COURSE CALENDAR: TOPICS AND ASSIGNMENTS

**IMPORTANT:** See course website for required readings each week.

DATE	TOPICS COVERED IN CLASS: See course website for specific readings due each week.	ASSIGNMENT DUE: Homework is due by the beginning of class and must be submitted online.
9/4	Course Overview	
9/9	The Digital Age & Marketing	
9/11	The Digital Consumer	DUE: Complete group preferences form
9/16	Content Marketing	
9/18	Case Study: The Big Skinny	Answer case questions on Canvas
9/23	Search Engine Optimization (SEO)	
9/25	Keyword Research	[HW] Keyword Research Assignment
9/30	Advertising Overview	
10/2	Case Study: Rocket Fuel: Measuring the Effectiveness of Online Advertising Wrap Up & Exam Review	Answer Case questions on Canvas
10/7	<b>EXAM 1</b>	
10/9	Facebook Advertising Best Practices (No in-person class meeting –online work)	[HW] Badger campaign assignment
10/14	Tracking & Measuring Consumers' Online Behavior	[HW] Ad creation Assignment is due
10/16	Making Decisions with Analytics	
10/21	Case Study: L'Oreal	Answer case questions on Canvas
10/23	Online Listening	[HW] Analytics Assignment is due
10/28	Case Study: Ford Fiesta	Answer case questions on Canvas;
10/30	Social Media Overview	[HW] Online listening assignment is due.
11/4	Case Study: Ebay	Answer case questions on Canvas
11/6	Email Marketing	[HW] Content Expertise Assignment Due
11/11	Web Design & User Experience	
11/13	Wrap Up & Exam Review	
11/18	<b>EXAM 2</b>	
11/20	Pinterest Best Practices (No in-person class meeting –online work)	
11/25	<i>HAPPY THANKSGIVING! No in-class meeting- Check online for required work.</i>	Pinterest Questions due
11/27	<i>HAPPY THANKSGIVING! No in-class meeting- Check online for required work</i>	
12/2-12/4	Class presentations	
12/9-12/11	Class presentations	