### Instructor: Lanie Affonso  
Email: affonsoj@cofc.edu  
Tel: 843-628-6357  
Class Times: MWF 9:00-9:50am ECTR 108  
Office Hours: MW  
ALL Assignments due by 9:00am EST

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**“Know what your customers want most and what your company does best. Focus on where those two meet.”**  
Kevin Stirtz

### Course Overview:
Students will explore the world of digital marketing and learn how it impacts and is integrated along with our traditional marketing channels. You will learn how the balance of power has shifted between brands and consumers. Consumers are more active in the marketing process and in influencing how brands communicate with them than ever before. In particular we will explore: The latest digital marketing trends, how to build a strong website from an organic perspective, search strategies for success, website intelligence and tracking using Google Analytics, retaining customers via Email marketing, online display advertising, social media strategy, affiliate marketing, mobile marketing trends and developing an integrated marketing plan.

**PREREQUISITE: Junior standing (60 hours)**

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**Grading:**
- 15% Stuent Chapter Reading Quizzes (11)
- 15% Expert Session Quizzes (OAKS)
- 10% Active Student Engagement/Discussions
- 15% Mimic Pro Simulation
- 25% Labs /Hustop Inbound/ Google Adwords
- 20% Digital Marketing Project: [Train Your Brain to Sustain](#)

**Grading Scale:**
- 100 - 94 (A);
- 93 – 90 (A-);
- 89 - 87 (B+);
- 86 - 83 (B);
- 82 – 80 (B-);
- 79 -77 (C+);
- 76 - 73 (C);
- 72 – 70 (C-);
- 69 - 67 (D+);
- 66 - 63 (D);
- 60 – 62 (D-);  
- else (F)

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### Course Objectives:
1. Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy
2. Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media
3. Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan
4. Learn how to measure digital marketing efforts and calculate ROI
5. Explore the latest digital marketing technologies

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**Student Learning Outcomes:**

1. **Search Engine Optimization** – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.
2. **Search Engine Marketing** – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign’s conversion rates.
3. **Online Advertising** – Understand the various methods of online display advertising. Create an online display ad campaign and measures its ROAS (return on ad spend).
4. **Web Analytics** – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an eCommerce website based on the conversion funnel.
5. **Email Marketing** – Understand and implement best practices in marketing to a database of current and potential customers via email.
6. **Social Media** – Utilize knowledge of social media tactics to design an effective social media campaign.
7. **Reputation Management** – Implement online reputation management tactics to improve the online reputation of a brand.

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**Required Materials:**

**Additional Free Online books:**
- *eMarketing: The Essential Guide to Online Marketing*
- *A Beginner’s Textbook for Digital Marketing*

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**Student Honor Code:**
I expect you to abide by the Honor Code and the [Student Handbook: A Guide to Civil and Honorable Conduct](#)

**Disabilities:**
If you have a documented disability and are approved to receive accommodations through [SNAP Services](#), please contact me.

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**SCHOOL OF BUSINESS LEARNING GOALS**
This course addresses the School of Business learning goals as follows:

- **Communication Skills:** Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner. (Addressed via written assignments and oral presentations.)

- **Quantitative Fluency:** Students will demonstrate competency in logical reasoning and data analysis skills. (Addressed via case analysis and simulation.)

- **Global and Civic Responsibility:** Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues. (Addressed via in-class dialogue regarding e-marketing.)

- **Intellectual Innovation & Creativity:** Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems. (Addressed via the critical analysis of e-marketing issues in the news.)

- **Synthesis:** Students will be able to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks. (Addressed via comprehensive quizzes, integrative simulation and e-Marketing project)
<table>
<thead>
<tr>
<th>#</th>
<th>Day/Date</th>
<th>Chapter/Quiz due (9 am EST)</th>
<th>Expert Sessions/Links/Labs</th>
<th>Mimic/Pro Due 9am</th>
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</thead>
<tbody>
<tr>
<td>0</td>
<td>Tue 8-22</td>
<td><strong>Activate Stukent Account</strong></td>
<td>View one of the expert sessions one and prepare to discuss your choice on the first day of class. Link to ALL Expert Session Speakers</td>
<td>9am</td>
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<tr>
<td>1</td>
<td>Wed 8-23</td>
<td><strong>Ch 1: Digital Marketing Foundations</strong> (Quiz due 8/25)</td>
<td>Read Stukent August 2017 News You Can Use Digital Marketing Project: Train Your Brain to Sustain, 9 min video</td>
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<td>Fri 8-25</td>
<td>Ch 1 Quiz Due 9am</td>
<td>*View Expert Session: Nathan Tanner(Linkedin) (18min), V2. Lab 1:Linked-in Students, Linked-in Ads, Socilab Visualization</td>
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<td>2</td>
<td>Mon 8-28</td>
<td>Ch 2: Web Design</td>
<td>Group Selections (Last day to drop/add)</td>
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<td>Wed 8-30</td>
<td>Lab 2: Hubspot: 8 Modern Tips for Marketing to Millennials</td>
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<td>Fri 9-1</td>
<td>*Expert Session: Landing Page Optimization (Oli Gardner/Unbounce) (51min)</td>
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<td>3</td>
<td>Mon 9-4</td>
<td>*Ch 3: Analytics</td>
<td><strong>Group Meetings</strong></td>
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<td>Wed 9-6</td>
<td>Lab 3: DIO + Hubspot: Inbound</td>
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<td>Fri 9-8</td>
<td>Expert Session: SEO (Duane Forrester/Bing) (1hr 10min)</td>
<td>Expert Session: Introduction to Web Analytics (Zach Olsen) (28 min)</td>
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<td>4</td>
<td>Mon 9-11</td>
<td>Ch 4: On-Site SEO</td>
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<td>Wed 9-13</td>
<td>Lab 4: Hubspot: Inbound</td>
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<td>Fri 9-15</td>
<td>*Expert Session: Keyword Research 101 (George Do / LongTailPro) Part 1 (27 min) Part 2 (19 min)</td>
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<td>5</td>
<td>Mon 9-18</td>
<td>Ch 5: Off-Site SEO</td>
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<td>Start Mimic</td>
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<td>Wed 9-20</td>
<td>Lab 5: Hubspot: Inbound</td>
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<td>6</td>
<td>Mon 9-25</td>
<td>Ch 6: Paid Search</td>
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<td>Wed 9-27</td>
<td>Lab 6: Google Adwords</td>
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<td>Round 1</td>
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<td></td>
<td>Fri 9-29</td>
<td>*Expert Session: Paid Search Marketing (John Gagnon/Bing) (45m)</td>
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<td>7</td>
<td>Mon 10-2</td>
<td>Ch 7: Online Advertising</td>
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<td>Wed 10-4</td>
<td>Lab 7: Google Adwords</td>
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<td>Fri 10-6</td>
<td>Expert Session: The New e-Mail Marketing (Larry Kim) (16 min)</td>
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<td>8</td>
<td>Mon 10-9</td>
<td>Ch 8: Email Marketing</td>
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<td>Wed 10-11</td>
<td>Lab 8: Google Adwords</td>
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<td>Fri 10-13</td>
<td>*Expert Session: Email Marketing in the Digital Age (April Mullen / Selligent) (20)</td>
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<td>Mon 10-16</td>
<td><strong>FALL BREAK</strong></td>
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<td>Wed 10-18</td>
<td>Lab 4: Google Adwords</td>
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<td>Fri 10-20</td>
<td>Expert Session: Social Media Optimization (Game Villamiza) (40 min)</td>
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<td>10</td>
<td>Mon 10-23</td>
<td>Ch 9: Social Media I</td>
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<td>Wed 10-25</td>
<td>Lab 9: Hubspot: Inbound</td>
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<td>Fri 10-27</td>
<td>*Expert Session: Facebook Messenger Marketing (Molly Pittman) (23)</td>
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<td>11</td>
<td>Mon 10-30</td>
<td>Ch 10: Social Media II</td>
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<td>Wed 11-1</td>
<td>Lab 10:</td>
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<td>Fri 11-3</td>
<td>*Expert Session: Social Media Planning (Adelyn Beidenbach ) (17m)</td>
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### ASSIGNMENTS

**Final Digital Marketing Project: Train Your Brain to Sustain**

The College's new Quality Enhancement Plan is Sustainability Literacy as a Bridge to Addressing 21st-Century Problems. This is an initiative to endow students with the tools and knowledge they'll need to address 21st-century problems such as climate change, social injustice and economic inequality.

**Why Marketers Are Learning to Embrace Sustainability Through Social Media?**

The SMI-Wizness Social Media Sustainability Index is available [here](#).

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**Final Digital Marketing Project: Train Your Brain to Sustain**

You will complete a group project in which you apply some of your learning to a real website. Choose some of the following activities.

1. Website design. Create a website or re-design an existing website using WordPress or another web design software.
2. Search engine optimization. Complete an SEO audit on an existing website. Perform both on-site and off-site optimization on the website. Measure the website's progress on organic rankings.
3. Search engine marketing. Run a Google AdWords or Bing advertising campaign with at least a $100 budget and over the course of at least two weeks. (You will not be penalized if you do not exhaust the budget.)
4. Email marketing. Design and implement an email campaign. If there is no email list, apply list capture techniques to build the email list and begin sending out emails to this list. Measure the improvement in business goals that occur as a result.
5. Social media. Create a social media campaign plan and implement that plan. The campaign should span at least two social media platforms and you should run the campaign for at least two weeks.

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**INDIVIDUAL STUKENT QUIZZES:** (15% of the Course Grade)

There will be 11 short chapter quizzes (10 multiple choice questions for each chapter, 20 min duration) given in Stukent to reflect individual preparation BEFORE our class discussions. These will primarily cover textbook information assigned for the week. The quizzes for each of the assigned chapters in this course will be available at the beginning of the semester and are due on the date indicated in the syllabus on Mondays and Wednesdays before the class starts at 9:00 AM EST. NO make-up quizzes will be provided.

**EXPERT SESSIONS** Online presentations by industry experts. Online presentations with some of the industry’s finest digital marketers. Students get both the academic and industry perspective. You will be watching at least ten expert lectures throughout the semester. These lectures are the days marked in red on the schedule. You will then complete the expert session quiz in OAKS for each of the Expert Sessions before class on the days indicated in the syllabus.
10 REASONS TO LOVE MIMIC PRO
1. Get tens of thousands in simulated ad dollars
2. Create and optimize simulated PPC campaigns
3. Make a mistake? No sweat. It’s not real money!
4. Prepares users for the real world
5. Practice A/B testing and Conversion Rate Optimization
6. Do keyword research and plan bid strategies
7. Get significant keyword and conversion data sets to analyze
8. Launch multiple email campaigns
9. Learn by doing – read, then practice
10. Compete with other users to see how you perform

WRITE TARGETED ADS
One of the four P’s of marketing is Promotion. Students learn and test different promotional strategies to create compelling ads through organized ad groups and campaigns. Students will gain experience in writing ad copy that increases conversions.

PERFORM STRATEGIC KEYWORD RESEARCH
The keyword research dashboard uses data from the Google® Keyword Planner Tool, which brings MIMIC Pro to life for the students. Students evaluate the keywords and learn to recognize the different market segments and buy intent by keyword. They are able to determine the proper placement of their ad on keyword search results.

CREATE HIGH CONVERTING LANDING PAGES
Students learn how to quickly create keyword targeted landing pages to drive web traffic. Each landing page will be scored based on keyword titles and calls-to-action. Students will be able to continually test their landing page effectiveness while striving to increase optimal performance. The best part about the landing page creator is students don’t need to know a single line of HTML code! It’s as easy as dragging and dropping components!

HOW TO MEASURE KEY PERFORMANCE INDICATORS
Knowing which indicators to measure and improve can make or break a search engine marketing effort. The MIMIC Pro Simulation will help students learn not only what these key performance indicators are, but also how to improve such indicators.

PRODUCT AND PRICING
Students review historical product sales data and then select between one and three digital cameras to sell. They are able to analyze projected sales revenue and profits. Students are exposed to the terminology and key performance indicators (KPI’s) that help create profitable campaigns.

EMAIL MARKETING
Students get real-world experience in writing email copy that drives conversions. The students get familiar with the vocabulary and necessary metrics of a successful email marketing campaign.

Round 1 - Start early in the semester
1.1. -- Review scenario
1.2. -- Product review
1.3. -- Research keywords
1.4. -- SEO & website review
1.5. -- Create 1 Ad campaign
1.6. -- Create 1 email campaign

Round 2 - Start after Chapter 4
2.1. -- Create at least 3 landing pages
2.2. -- Create one ad campaign
2.3. -- Create at least 3 ad groups
2.4. -- Write at least one ad per ad group

Round 3 - Start after Chapter 5
3.1. -- Review scoreboard results from round 2
3.2. -- Review campaign performance from round 2
3.3. -- Analyze Products and Pricing Data and Select 2 New Products
3.4. -- Create Landing Pages for the 2 New Products
3.5. -- Optimize Bids
3.6. -- Review and Adjust Ads
3.7. -- Do Keyword Research
3.8. -- Create at least 2 New Ad Groups
3.9. -- Write at least 1 Ad per Ad Group

Round 4 - Start after Chapter 8
4.1. -- Review Scoreboard Results from Round 3
4.2. -- Review Campaign Performance from Round 3
4.3. -- Review Landing Page Optimization
4.4. -- Make Minor changes to Ad Campaigns
4.5. -- Mature your Ad Campaigns
4.6. -- Create your first email marketing campaign

Round 5 -
5.1. -- Review scoreboard results from round 4
5.2. -- Review campaign performance from round 4
5.3. -- Review Results from Email Campaign in Round 4
5.4. -- Optimize Landing Page Content
5.5. -- Optimize Bids
5.6. -- Review and Adjust Ads
5.7. -- Ad New Ads and Products
5.8. -- Create Another Email Campaign

Round 6 -
6.1. -- Review email marketing results
6.2. -- Make necessary tweaks to email marketing campaign
6.3. -- Write 2 additional email marketing campaigns
6.4. -- Review scoreboard results from round 5
6.5. -- Review campaign performance from round 5
6.6. -- Optimize bids if they are too low or too high
6.7. -- Learn from the data in analytics
6.8. -- Optimize landing pages if you aren't satisfied with conversion rates
6.9. -- Review and adjust ads if needed
6.10. -- Analyze products and pricing data Consider adding/or discontinuing products for sale
6.11. -- Add as many keywords and products to your campaign(s) as you would like
6.12. -- Review and adjust all campaign budgets if necessary

Round 7
7.1. -- Bring at least two more products to market via ad campaigns only.

Round 8
8.1. -- Congrats. You've proven to the boss you know what you're doing. The boss has put you in the driver's seat so make whatever changes you see fit.
**Inbound is fundamentally changing the way the world does business and shifting the way the world does marketing and sales. This class will introduce you to the world of inbound and provide you a big picture view of everything you for a successful inbound strategy.**

- Inbound Fundamentals - 27 min
- Optimizing Your Website for Search Engines - 27 min
- Creating Content with a Purpose - 29 min
- The Fundamentals of Blogging - 25 min
- Amplifying Your Content with Social Media - 24 min
- Enticing Clicks with Calls-to-Action - 12 min
- Anatomy of a Landing Page - 10 min
- Guiding the Next Step with Thank You Pages - 8 min
- Sending the Right Email to the Right Person - 28 min
- The Power of Smarketing - 25 min
- Taking Your Sales Process Inbound - 22 min
- The Pillars of Delight - 30 min

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**Course overview**

- 5 sections
- 37 videos (around 5 hours)
- 12 optional quizzes
- 1 certification exam

**Certification exam**

- 60 questions
- 75 minutes time limit

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**Google Adwords Certification (first half)**

Need to pass 2 online exams from Google to be certified

For class, exam 1 is required, exam 2 is optional for you

[AdWords Fundamentals: Exam study guide](#)