COURSE SYLLABUS
MKT 360-01 DIGITAL MARKETING
Fall 2018

Section 12065  Thursday 4:00 to 6:45 PM & ONLINE  Room: ECTR 108

Professor: Dr. Jennifer B. Barhorst
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Email: barhorstj@cofc.edu
Office: Beatty Center, Room 323

Office Hours: MW: 10:00-12:00
Th: 1:00-2:00
Beatty Center, Room 323 or Skype – barhorstj@cofc.edu


Prerequisites: Junior standing (60 hours)

COURSE DESCRIPTION
Due to technological advances, today’s marketing landscape is continuously evolving. It is a landscape that not only provides tremendous opportunities for today’s marketer, but it is also an environment fraught with risk. As such, today’s marketing manager must be equipped with the knowledge and tools to thrive in this environment.

This course prepares students with a fundamental understanding of digital marketing channels and strategy. It covers the principles of digital marketing including search engine optimization (SEO), conversion optimization, email marketing, social media marketing, mobile marketing, content strategy, paid and organic search advertising, social listening, and new and emerging marketing media.

Upon completion of this course, students should be able to:

1. Understand the primary strategies and channels of digital marketing
2. Think strategically about the implications of changes to the digital marketing landscape
3. Identify and implement best practice across multiple digital channels
4. Use analytics data to make informed assessments and action plans

SCHOOL OF BUSINESS LEARNING GOALS

1. 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. 
   Assignments, classroom discussions and the group project support the achievement of this goal.

2. Quantitative fluency: students will demonstrate competency in logical reasoning and data analysis skills. 
   Classroom discussions, completion of certifications and group projects support the achievement of this goal.

3. 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 address these issues. 
   A focus on the global political, economic, social, technological, environmental and legal aspects of digital marketing via class discussions and the group project support the achievement of this goal.

4. Intellectual Innovation and Creativity: students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems. 
   Class discussions, the group presentation and project provide ample opportunities for students to demonstrate these skills and to support the achievement this goal.

5. Synthesis: students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks. 
   Classroom discussions, completion of certifications and group projects support the achievement of this goal.

LEARNING OUTCOMES

1. Search Engine Optimization – understand the importance of SEO and organic and paid search strategies. Use SEO tactics covered in the course to improve both paid and organic search rankings.

2. Online Advertising – Understand the various methods of online display advertising. 
   Create an online display ad campaign and measures its ROAS (return on ad spend).

3. Content Marketing – understand the nature of search and the role of content marketing in achieving conversions. Create a piece of content designed to drive conversions.

4. Web Analytics – Identify and use KPIs to make informed decisions and increase conversion rates

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. Ethics, laws and governance – understand the issues, ethical challenges and various data protection laws that will influence decision making.
TEACHING PHILOSOPHY AND CLASSROOM APPROACH
Having spent the majority of my career outside of academia, I believe in facilitating learning experiences that will not only help you to learn the topics covered in class, but to actually perform on the job. The class is therefore comprised of several activities focused not only on reviewing and learning content, but also practical exercises that will build your skills and confidence. We do this through five key activities:

- Textbook chapters and other assigned readings
- Lectures and discussions
- Completion of certifications
- Simulation
- Group project that provides practical experience

The best classes are fun, interesting, interactive and thought provoking. We therefore all have a role to play in ensure that these criteria are met. For my part, I will come to class prepared with lectures that are not only based on our topics for the week, but intertwined with interesting examples and fun activities. For your part, I expect you to be prepared for class by completing assigned readings in advance of class and being ready to actively participate in class discussions and activities.

COURSE REQUIREMENTS AND EVALUATION
Your final grade is comprised of the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Google Ads Certification</td>
<td>10%</td>
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<tr>
<td>Hubspot Certification</td>
<td>10%</td>
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<tr>
<td>Google Analytics IQ</td>
<td>10%</td>
</tr>
<tr>
<td>Simulation</td>
<td>20%</td>
</tr>
<tr>
<td>Quizzes (5 total)</td>
<td>30%</td>
</tr>
<tr>
<td>Group Project</td>
<td>20%</td>
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<tr>
<td>Total</td>
<td>100%</td>
</tr>
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1. **QUIZZES**
   Five quizzes worth 30% of your final grade. Quizzes will include questions from the text, from class lectures and supplemental reading. Quizzes will take place at the beginning of class on the allocated date on the syllabus.

2. **SIMULATION – MIMIC PRO**
   Completion of six rounds of the Mimic Pro simulation worth 20% of your final grade. Round 1 will be completed individually. Rounds 2-6 will be completed by groups of 4-6 people. Groups will be formed on the first day of class.
3. **CERTIFICATIONS**  
Google AdWords, Hubspot Inbound, & Analytics Certifications worth 30% of your final grade

4. **GROUP PROJECT**  
Group project worth 20% of the final grade. Groups will be comprised of 4-6 team members and will formed on the first day of class.

**WEEKLY READING**  
In order to be prepared for weekly discussions, you should pay careful attention to the ‘Assignment’ section of the schedule and ensure that you read the assigned chapters and articles **before** class.

**OTHER ASSIGNMENTS**  
There may or may not be other assignments (e.g., quizzes, assigned questions/exercises, and online exercises). If such assignments are used, the additional points will be added to the overall total points accumulated in this class. Regardless of the assignment, the **Grading Scale (see below)** remains the same.

**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)

**CLASS POLICIES**

1. **Attendance:**  
   - A grade of WA will be given if the student **has more than two unexcused absences**.
   - Being late for class two (2) times will count as an absence. After a student has been late for two classes, each additional late arrival will count as an absence.

2. **Deadlines: Quizzes, Cases and Assignments**  
   - Failure to meet deadlines will **result in a zero** on assignments, certifications and group projects.
   - Missing a quiz will result in a zero on the quiz for unexcused absences. Class attendance is required to take the quizzes. **No make-up quizzes** will be given for unexcused absences.

3. **Excused/Unexcused Absences**  
   - To qualify for an excused absence, the student must communicate with the professor at least one hour before class.
   - Excused absences **will be considered** with proper/appropriate documentation (e.g., note from doctor).
   - Engagements pertaining to official CofC business (e.g., school trips, and direct participation in athletic events) are excused absences.
   - Student athletes and other individuals on official CofC business must provide
proper/appropriate documentation regarding the absence at least one week before the absence.

- Due to the lead time provided for certifications and group projects, *late submissions will not be accepted*. As above, a zero grade will be given. In the event of unusual circumstances, the Professor reserves the right to evaluate individual situations on a case-by-case basis.

4. **Use of mobile phones, tablets and laptops**
   - Although you are welcome to use laptops and tablets for class related activities, *mobile phones and other PDA devices are to be kept off your desk and out of sight.*
   - Surfing the internet, instant messaging, texting and any other form of non-class related activity is considered unprofessional and disruptive. Doing so will result in a significant reduction in your grade at the professor’s discretion.

5. **Student Honor Code:**
   Students are expected to abide by the [Honor Code and the Student Handbook: A Guide to Civil and Honorable Conduct](#)

6. **Disabilities:**
   If you have a documented disability and are approved to receive accommodations through SNAP Services, please contact me.

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**THE PROFESSOR RESERVES THE RIGHT TO CHANGE THIS SYLLABUS**
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment/Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/23</td>
<td>Introductions&lt;br&gt;Syllabus&lt;br&gt;Simulation &amp; group project team formation</td>
<td>• Syllabus&lt;br&gt;• Chapter 1</td>
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<tr>
<td>08/30</td>
<td>Digital Marketing and the 4Ps</td>
<td>• Chapter 2&lt;br&gt;• Prepare for quiz 1</td>
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<tr>
<td>09/06</td>
<td><strong>Quiz 1 (chapters 1 &amp;2)</strong>&lt;br&gt;Google Ads Certification Overview&lt;br&gt;Search Marketing: SEO</td>
<td>• Start Google Ads Certification</td>
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<tr>
<td>09/13</td>
<td>Website Design – Desktop and Mobile</td>
<td>• Chapter 3&lt;br&gt;• Work on Google Ads Certification (due 09/20 by 9:00 AM)</td>
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<td>09/20</td>
<td>Mimic Pro Simulation Overview&lt;br&gt;Search Marketing: Search Advertising (PPC)</td>
<td>• Google Ads Certification due by 9:00 AM, 09/20&lt;br&gt;• Prepare for quiz 2&lt;br&gt;• Work on round 1 of simulation (due by 9:00 AM, 09/27)</td>
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<tr>
<td>09/27</td>
<td><strong>Quiz 2 (lectures and chapter 3)</strong>&lt;br&gt;Round 1 simulation results&lt;br&gt;Google Analytics Certification Overview&lt;br&gt;Introduction to Analytics</td>
<td>• Chapters 5 &amp; 6&lt;br&gt;• Start Google Analytics Certification&lt;br&gt;• Round 1 simulation due by 9am, 09/27</td>
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</tbody>
</table>
| Week 7 | 10/04 | Display Advertising: The Basics  
Display Advertising: Advanced Tools & Topics | - Chapter 4  
- Prepare for quiz 3  
- Work on round 2 simulation  
- Work on Google Analytics certification |
|--------|-------|---------------------------------------------------------------------------------|-----------------------------------------------|
| Week 8 | 10/11 | Quiz 3 (lectures and chapters 5 & 6)  
Round 2 simulation results  
Email Marketing | - Chapter 7  
- Round 2 simulation due by 9am, 10/11  
- Work on round 3 simulation  
- Work on Google Analytics certification |
| Week 9 | 10/18 | Social Media: Communities and Targeted Advertising | - Google Analytics certification due 9:00AM, 10/18  
- Start Hubspot Inbound certification  
- Chapter 8  
- Work on round 3 simulation |
| Week 10 | 10/25 | Round 3 simulation results  
Social Media: Content Marketing, Influence & Amplification | - Chapter 9  
- Prepare for Quiz 4  
- Work on Hubspot Inbound certification  
- Round 3 simulation due by 9:00 AM, 10/25 |
| Week 11 | 11/01 | Quiz 4 (chapters 4, 7 & 8)  
Mobile & Its Impact | - Chapter 10  
- Work on Hubspot Inbound certification (due 11/08)  
- Work on round 4 simulation (due 11/08 by 9:00 AM) |
| Week 12 | 11/08 | Round 4 simulation results  
E-Commerce and Shopping: Product Listing Ads | - Hubspot Inbound certification due, 9:00 AM, 11/08  
- Chapter 12  
- Round 4 simulation due by 9:00 11/08  
- Prepare for Quiz 5  
- Round 5 due by 9:00 AM, 11/15 |
| Week 13 | 11/15 | **Quiz 5 (chapters 9, 10 & 12)**  
Round 5 simulation results  
Emerging Channels & Opportunities  
Ethics, Laws and Governance | • **Work on group project and round 6 simulation** |
| Week 14 | 11/22 | **Thanksgiving – no class** |
| Week 15 | 11/29 | **Round 6 simulation results**  
**Group presentations (Groups 1-5)** |
Certifications

Certifications are worth **30% of your final grade** (10% each). They are to be completed on your own time and at your convenience. Submit your final score and copies of certifications via Oaks by the due date noted on the syllabus. **Your name must be clearly visible on your results page and your certification copy.**

### Google Ads Certification

You must complete **two exams** to be AdWords certified – AdWords Fundamentals and one of the following:

1. Search advertising
2. Display advertising
3. Mobile advertising
4. Video advertising
5. Shopping advertising

To complete certification follow the directions [here](#) and register for an Academy for Ads account.

### Google Analytics IQ Certification

You must complete two exams to obtain the Analytics certification as follows:

1. Google Analytics for Beginners
2. Advanced Google Analytics

To complete the certification, you can access the modules and exams via your Academy for Ads account. Further information is available [here](#).

### Hubspot Inbound

This certification covers the following topics:

1. Inbound fundamentals
2. Attracting strangers to your business
3. Converting your visitors
4. Closing your leads
5. Delighting your customers

To complete this certification, Dr. Barhorst will send a link to your email address to get started.
Mimic Pro Simulation
Completion of rounds 1-6 of the Stukent simulation comprises 20% of your final grade. In teams of 5-6 people, you will compete via the simulation.

Through the completion of the simulation, students will obtain practical knowledge and experience in the following areas:

- Keyword search and strategy
- Writing targeted ads
- Creating landing pages that obtain high conversion rates
- Measuring KPIs
- Decision making based on analytics including product and pricing
- Email marketing

Round 1 of the simulation must be completed individually. Rounds 2-6 must be completed in groups of 5-6. You can access the simulation via this link: https://home.stukent.com/join/DCC-263

More information on the simulation can be found via these useful videos:
  - Video 1: Mimic Pro Simulation Walkthrough
  - Video 2: Rounds 2-10
Group Project

The group project is worth **20% of your final grade**. In teams of 5-6 people, you may choose one of the following options. Create a presentation using PowerPoint, or other presentation software, to share the results of your group project. Presentations will be held on November 29, they will be timed and **should not be longer than 20 minutes**.

**Group project options:**

1. **Website design.** Create a website or re-design an existing website using WordPress or another web design software. Provide a strong rationale for your design/re-design choices based on the topics covered in class and/or reference material not covered in class.
2. **SEO.** Complete an SEO audit of an existing website. Provide both on-site and off-site optimization on the website. Measure the website's progress on organic rankings.
3. **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.
4. **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 2 weeks.
5. **Social listening.** Using the free software discussed in class, select a brand and follow the conversations on at least three social media platforms for two weeks. Identify key themes through data analysis and devise a campaign to address the key themes identified. For example, if you find through your listening that customers of a fast-food restaurant chain continually complain that there are no vegan options available, when you know that your restaurant has several, your objective for this assignment is to devise a digital marketing campaign to address this issue.