COURSE SYLLABUS
MKT 345-01, 02 DIGITAL & SOCIAL MEDIA MARKETING
FALL 2019

Sections 14157, 14158  MWF 11:00-11:50 (Sec 01), 1:00-1:50 (Sec 02)
Room: Tate 131

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Beatty Center, Room 434


Prerequisites:  ECON 200, ECON 201, MKTG 302

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
- Exams
- 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></th>
<th>Points</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Certifications</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Simulation</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 1</td>
<td>250</td>
<td>25%</td>
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<tr>
<td>Exam 2</td>
<td>250</td>
<td>25%</td>
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<tr>
<td>Participation</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Ad-Hoc Assignments</td>
<td>50</td>
<td>5%</td>
</tr>
<tr>
<td>Group Project</td>
<td>150</td>
<td>15%</td>
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<tr>
<td>Total</td>
<td>1000</td>
<td>100%</td>
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1. CERTIFICATIONS
   Google Ads, Hubspot Inbound Marketing, & Analytics Certifications worth 10% of your final grade.

2. SIMULATION – MIMIC PRO
   Completion of six rounds of the Mimic Pro simulation worth 10% 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 randomly assigned in Oaks.

3. **EXAMS**
   Two exams worth 50% of your final grade. Exams will include questions from the text, from class lectures and tutorials from the certifications.

4. **PARTICIPATION**
   This course has been designed to facilitate classroom discussion on topics concerning digital marketing. As such, your thoughtful, planned and courteous contributions to this class are crucial to successful learning outcomes. It is therefore paramount that you come to class ready to discuss what you have learned and to participate in classroom activities.

   Quality of contributions, class attendance and courteous/professional behavior will all count toward your final participation grade (worth 10% of the final grade). Missing class, not participating, being late, disruptive behavior (including texting, surfing the internet, chatting online) will detract from your final participation grade.

   *More than two unexcused absences will result in a failure for the class.* Examples of documented absences include CofC Absence Memo or traveling as a member of a CofC athletic team.

   Note: Early departure from a class before its completion without prior approval counts as an absence.

5. **AD-HOC ASSIGNMENTS**
   The world of digital and social media marketing changes at a lightning pace. As such, I will provide ad-hoc assignments during the semester (e.g. relevant articles/discussion forums) for you to complete. The successful completion of Ad-Hoc Assignments (AHAs) are worth 5% of your final grade.

6. **SOCIAL MEDIA METHOD ACTING MARKETING GROUP PROJECT**
   Group project worth 15% of the final grade. Groups will be comprised of 4-6 team members and will be randomly assigned on Oaks.

   There will be a peer evaluation for group members. Your grade on the group project will reflect your peers’ assessment of your contribution to the group project. A peer grade of B will result in a maximum project grade of B+, a peer grade of C or D will result in a maximum project grade of C+/D+ AND the assignment of an additional written, 2-page (C)/5-page (D) single spaced paper to pass the course. A grade of F by peers will result in a zero on the assignment.

**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:
   - Attendance for each class period is required.
2. Deadlines
   - Failure to meet deadlines will result in a zero on certifications, assignments and group projects.
3. Grades
   - I do not discuss grades over email. If you need to discuss your grade, make an appointment with me via email, barhorstj@cofc.edu.
4. Excused/Unexcused Absences
   - More than two unexcused absences will result in a failure for the class
   - Excused absences will be considered with proper/appropriate documentation (e.g., CofC Absence Memo).
   - 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 scheduled absence.
   - Due to the lead time provided for certifications, assignments and group projects, late submissions will not be accepted. As above, a zero grade will be allocated
5. Use of mobile phones, tablets and laptops
   - The use of all devices, including cell phones, laptop computers and tablets is expressly forbidden in the classroom during lectures and class discussions. Texting, receiving or sending messages, cell phone use, or the use of laptops/tablets during these times will result in immediate dismissal and a 2-point final grade penalty.
   - Students must keep these devices turned off and out of sight during class. It is a violation of this policy to keep such devices on your lap. Please note that the use of these devices during team meetings in class to prepare assignments is not prohibited.

6.
7. **Student Honor Code:**
   - Students are expected to abide by the Honor Code and the Student Handbook: A Guide to Civil and Honorable Conduct

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

**THE PROFESSOR RESERVES THE RIGHT TO CHANGE THIS SYLLABUS**