COURSE SYLLABUS
MKT 345-01, 02 DIGITAL & SOCIAL MEDIA MARKETING
SPRING 2020

Sections 21427, 23290  MW 2:00-3:15 (Sec 01), 3:25-4:40 (Sec 02)
Room: RSS 104

Professor:  Dr. Jennifer B. Barhorst
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Email: barhorstj@cofc.edu
Office: Beatty Center, Room 434

Office Hours:  Tues: 1:00 PM - 4:00 PM
Weds: 12:00 PM – 2:00 PM by appointment only (email barhorstj@cofc.edu to make an appointment)


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 create a strategy to optimize rankings.

2. **Online Advertising** – understand the various methods of online display advertising.

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

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

5. **Email Marketing** – Understand and best practices in marketing to drive conversion 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 current and future 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
- 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:

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<tr>
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<th>Percent</th>
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<tbody>
<tr>
<td>Certifications</td>
<td>5%</td>
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<tr>
<td>Exam 1</td>
<td>30%</td>
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<tr>
<td>Exam 2</td>
<td>30%</td>
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<tr>
<td>Participation/Ad-Hoc Assignments</td>
<td>5%</td>
</tr>
<tr>
<td>Group Project</td>
<td>30%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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1. CERTIFICATIONS
   Brandwatch, Google Ads Fundamentals, Hubspot Inbound Marketing, & Google Analytics Certifications worth 5% of your final grade.

2. EXAMS
   Two exams worth 60% of your final grade. Exams will include questions from the text and class lectures.

3. PARTICIPATION & AD-HOC ASSIGNMENTS
   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 5% 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.

In addition to the above, and because the world of digital and social media marketing changes at a lightning pace, ad-hoc assignments may be given at any time during the course for credit.

Participation and ad-hoc assignments are worth 5% of your final grade.

4. MARKETING GROUP PROJECT
Group project worth 30% 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 evaluations for group members. Your grade on the group project assignments will reflect your peers’ assessment of your contribution to the group project assignments.

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.

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. More than four unexcused absences will result in a grade of WA (failure due to excessive absences).

2. Deadlines
   • Failure to meet deadlines will result in a zero on certifications, assignments and group projects.

3. Grades
   • Please note that I have a strict policy with regard to grades. First, I will not discuss grades over email. Second, I do not negotiate grades. If you have questions about a particular aspect of your grade, please make an appointment with me via email, barhorstj@cofc.edu.
4. **Excused/Unexcused Absences**
   - Excused absences will be considered with proper/appropriate documentation (e.g., CofC Absence Memo with documentation).
   - 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. **Student Honor Code:**
   - Students are expected to abide by the Honor Code and the Student Handbook: A Guide to Civil and Honorable Conduct.

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

8. **Inclement Weather Policy:**
   - If the College of Charleston closes and members of the community are evacuated due to inclement weather, students are responsible for taking course materials with them in order to continue with course assignments consistent with instructions provided by faculty. In cases of extended periods of institution-wide closure where students have relocated, instructors may articulate a plan that allows for supplemental academic engagement despite these circumstances.
   - Below is a table that outlines various scenarios that may occur due to inclement weather. Remember, it is your responsibility to check Oaks and email, and to keep your details up to date in the CougarAlert section of MyCharleston.
### Operational Status | Guidelines/Responsibilities
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**Normal Operations** | *Instruction continues to be delivered as normal and students are expected to continue with all course work, assignments, and be in attendance according to the course syllabus. Students who elect to depart early or delay their return are responsible for all missed work. Students should plan to take all course materials with them.*

**Closure** | *College is officially closed (formal announcement) and instruction is suspended. Students are responsible for taking all of their course materials with them and monitor email communication from faculty on how instruction will resume.*

**Recovery/Preparation to Resume Normal Operations** | *Course work could resume partially and/or gradually consistent with an articulated plan and instructions provided by the faculty. Students are expected to find internet access for email communication and access to course materials in OAKS.*

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