COURSE SYLLABUS
MKT 345 DIGITAL & SOCIAL MEDIA MARKETING
SUMMER I 2020 – JUNE 2ND-JULY 1ST – ONLINE ONLY

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Office: Beatty Center, Room 434

Office Hours: By appointment only

Required Text: Link available on Oaks

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, 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 best practice across multiple digital channels
4. Utilize SEO/SEM and website design principles
5. Create conversion-centered content

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, 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. Discussions, completion of 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 lectures 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.  
*Discussions and the project provide 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.  
*Discussions and the project support the achievement of this goal.*

**LEARNING OUTCOMES**

1. **Search Engine Optimization** – understand the importance of SEO and organic and paid search strategies.
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** – Understand 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.

**COURSE REQUIREMENTS AND EVALUATION**

This is an **intensive course** – the material that is usually covered during the semester (14 weeks) will be covered in 4.5 weeks. Therefore, it is expected that students are fully engaged, self-managing, and proactive in their learning. Your participation in this course is vital not only to your own learning, but also to that of your classmates. Thus, it is important that you participate regularly. To be successful in this course, you are expected to:

- Spend approximately 30 hours per week reading, viewing lectures, taking exams, participating in online discussions, and working on the group project.
- Maintain an active presence in the class by logging on 4-5x per week to participate in discussions and review materials. Remember that I can see when you log on to OAKS and monitor your progress through the class.
- Treat others with respect, and practice strong “netiquette.”
- Demonstrate responsibility for your progress in the course by submitting work on time. (late assignments *will NOT be accepted*)
• **Technical issues:** If you have problems related to the functioning of this course, please check the *Forum a Friend* thread on Oaks and post your issue there. Help one another troubleshoot so that issues can be resolved in a timely manner. If neither your classmates, nor I can answer your questions, contact the Student Computing Support Desk at (843)953-5457 or studentcomputingsupport@cofc.edu. Additional support and computing downloads and tutorials can be located at blogs.cofc.edu/scs.

• **NOTE:** Computer failure/unavailability does NOT constitute an excuse for not completing or submitting work by the due date. Please be proactive.

Your final grade is comprised of the following:

<table>
<thead>
<tr>
<th></th>
<th>Percent</th>
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<tbody>
<tr>
<td>Exams</td>
<td>75%</td>
</tr>
<tr>
<td>Group Website Design Project</td>
<td>15%</td>
</tr>
<tr>
<td>Discussion Boards/Assignments</td>
<td>10%</td>
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</tbody>
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1. **EXAMS**
   Three exams worth 75% of your overall grade (25% each). These exams are based on chapter readings, online lectures and expert sessions. Exams are timed. It is therefore highly recommended that students study and review material **before** starting an exam.

2. **GROUP WEBSITE DESIGN PROJECT**
   A group project where you and your team design and execute your own branded website worth 15% of your overall grade. Details and instructions are on Oaks. Teams will be assigned randomly and posted on Oaks the first week of class.

3. **DISCUSSION BOARD ASSIGNMENTS**
   Two discussion boards worth 5% each.

**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. **Deadlines**
   - Failure to meet deadlines will **result in a zero** on exams, discussion boards and projects.

2. **Grades**
   Please note that I have a **strict** policy with regard to grades.
   - I **do not** negotiate grades.
   - Final grades are rounded up to the nearest .5 – so an 89.3 will be recorded as an 89.5 and a B+, whereas an 89.6 will be recorded as a 90 and A-. 
• I do not provide extra credit at the end of the semester, so please do your very best all throughout.
• I will not discuss grades over email. Please make an appointment if you would like to discuss a particular aspect of your grade.

3. Exams
   Please note the following strictly enforced policies when it comes to exams:
   • Failure to complete an exam will result in a zero on the exam.
   • When accompanied by official documentation to support an absence (i.e. Medical Doctor’s excuse, university event), the Professor may reschedule your exam (this is at the Professor’s discretion).
   • Should the Professor reschedule your exam, failure to complete the rescheduled time will result in a zero on the exam.

4. Student Honor Code:
   • Students are expected to abide by the Honor Code and the Student Handbook: A Guide to Civil and Honorable Conduct

5. 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
# MKTG 345 – Digital & Social Media Marketing

## Class Schedule

### Summer I 2020

<table>
<thead>
<tr>
<th>Week 1</th>
<th>June 2-5</th>
<th>Topic</th>
<th>Reading Assignment</th>
<th>Weekly Activity/Due Dates</th>
</tr>
</thead>
</table>
|        |          | Syllabus Group project overview Digital Marketing Foundations Web Design Analytics | Chapters 1-3 | • Discussion Board 1  
|        |          |       |                    | • Work on group project |

| Week 2 | June 8-12 | On-site SEO Off-site SEO Paid Search Marketing | Chapters 4-6 | • Exam 1 due by Friday, June 12, 5pm (Chapters 1-5)  
|        |          |       |                    | • Work on group project |

| Week 3 | June 15-19 | Display Advertising Email Marketing Social Media | Chapters 7-9 | • Discussion Board 2  
|        |          |       |                    | • Work on group project  
|        |          |       |                    | • Exam 2 due by Friday, June 19, 5pm, (Chapters 6-9) |

| Week 4 | June 22-26 | Social Media Continued Online Reputation Management Mobile Marketing Digital Strategy | Chapters 10-13 | • Work on group project  
|        |          |       |                    | • Exam 3 due by Friday, June 26, 5pm, (Chapters 10-13) |

| Week 5 | June 29-July 01 | Website Group Project Completion | | • Website submissions due by Monday June 29, 5pm  
|        |              |       |                    | • Comments on class presentations due by 5pm, Wednesday, July 1 |