COURSE SYLLABUS
MKT 345-01, 02 – CRN 11774, 11775
DIGITAL & SOCIAL MEDIA MARKETING
FALL 2021

Professor: Dr. Jennifer B. Barhorst
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Office: Beatty Center, Room 434

Office Hours: By appointment only (Zoom/Office). Mask required for in-office meetings.
*For questions related to class structure and class material, please use the Class Material Questions discussion board on Oaks rather than email. Using designated Oaks space will ensure the quickest and most in-depth response.

Required Materials: Textbook information on Oaks.
The Social Dilemma – available via Netflix (free with account) and for a limited time on YouTube

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. Understand the importance of 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.
2. **Quantitative fluency**: students will demonstrate competency in logical reasoning and data analysis skills.
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.
4. **Intellectual Innovation and Creativity**: students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
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.

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** – learn how to 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

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 5 hours per week reading, viewing/attending lectures, taking quizzes/exams, participating in online/class discussions, and working on certifications.
- Maintain an active presence in class and/or Oaks and online in the textbook by logging on each week to participate in discussions and review materials. Remember that I can see when you log on to OAKS and the textbook to monitor your progress through the class.
- Treat others with respect, and practice strong classroom “etiquette” and online “netiquette.”
- Demonstrate responsibility for your progress in the course by submitting work on time. (late assignments will NOT be accepted)
- QUESTIONS: If you have questions related to the functioning of this course, please check the Class Materials Questions thread on Oaks and post your issue there. I will assess discussion forum contributions and helping others via the discussion forum for potential bonus points to be awarded at the end of the semester (see next section). Help one another troubleshoot so that issues can be resolved in a timely manner.
- TECHNICAL ISSUES: For any technical issues, including assessing Oaks, or content online, 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>Component</th>
<th>Percent</th>
</tr>
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<tbody>
<tr>
<td>Exam 1</td>
<td>25%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>10%</td>
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<tr>
<td>Quizzes</td>
<td>36%</td>
</tr>
<tr>
<td>Discussion Board 1</td>
<td>1%</td>
</tr>
<tr>
<td>Discussion Board 2</td>
<td>4%</td>
</tr>
<tr>
<td>Other certifications</td>
<td>14%</td>
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<tr>
<td>Group SEO/SEM project</td>
<td>10%</td>
</tr>
<tr>
<td>Bonus points – up to +5 points added to your final grade</td>
<td>+5 points</td>
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</tbody>
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1. EXAMS
   Two exams worth 40% of your overall grade. Check Oaks for details.

2. QUIZZES
   Twelve quizzes (worth 3% each) that must be completed in the Digital Marketing
Fundamentals platform (see video instructions on where to access these quizzes). These quizzes are challenging, so please be sure to read the material before taking the quiz. You will have three attempts to take the quiz. The highest grade of the three will be recorded.

3. **DISCUSSION BOARD ASSIGNMENTS**
   Two discussion board assignments worth 5% of your grade.

4. **CERTIFICATIONS**
   Six industry-recognized certifications that you can add to your resume to enhance your employability worth 14% of your final grade as follows: Google Ads Search Certification (1.5%), Hootsuite Platform (1.5%) + Social Media certifications (1.5%), & Google Analytics IQ Certification (3.5%), Snapchat Ads (3.5), SEMRush Competitive Analysis & Keyword Research Certification (2.5%)

5. **GROUP PROJECT**
   A group project that will involve building a website and employing SEO/SEM worth 10% of your grade. Groups have been assigned in Oaks.

6. **BONUS POINTS**
   At the professor’s discretion, **UP TO 5 ADDITIONAL POINTS** may be added to the final grade to reflect student participation in and contribution to discussion across all forums beyond that mandated by the assignments. Full 5 points are reserved for truly outstanding contribution to the 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. **Deadlines**
   - Failure to meet deadlines will result in a zero on quizzes, exams, discussion boards and certifications.

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 the 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 PROFESSORRESERVES THE RIGHT TO CHANGE THIS SYLLABUS