COURSE SYLLABUS
DIGITAL & SOCIAL MEDIA MARKETING SPRING 2022
M/W 2:00 PM (Section 01), M/W 3:25 PM (Section 02)
ECTR 108

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

Office Hours: By appointment Tuesday 11:00 am to 3:30 pm or Wednesday 11:00 am to 1:50 PM. Other times may be available with inquiry (Zoom/Office).

*For questions related to class structure and class material, please use the Forum a Friend discussion board on Oaks rather than email. Using designated Oaks space will ensure the quickest and most in-depth response.

Required Materials: See information on Oaks

Prerequisites: ECON 200, ECON 201, MKTG 302

REQUIRED TECHNOLOGY
Reliable internet access, microphone, webcam (recommended), Zoom account (recommended - available free with CofC email), and regular access to OAKS.

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.

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
- Quizzes
- 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.

CLASS FORMAT
This course is an in-person course that takes place on M/W at 2 PM (section 01) / 3:25 PM (section 2) in ECTR 108 (unless otherwise noted in the detailed class schedule, email notification in the event of moving to Zoom, or cancelation of class).

Please also note the following:

• As noted previously, you are encouraged to use the Forum a Friend discussion board for any questions related to the class. This will not only help you, but also other members of the class who may have the same question.
• Attendance is recommended. You are, however, an adult and it is not necessary to email me if you are going to miss class.
• If you need to miss class due to illness or other reasons, please ask a friend to take notes for you.

PERSONAL, MENTAL HEALTH AND/OR WELLBEING ISSUES
I am an expert in brand management and digital marketing. As such, I am not professionally qualified to assist with personal, mental health and/or wellbeing issues. If you are experiencing personal, mental health and/or wellbeing issues, you are strongly encouraged to contact the amazing teams at the offices noted below.

• If you are having personal issues (inclusive of mental health, family, death, relationship, roommate, pressure, stress, etc.) please reach out to the amazing people at counseling services
• If you need information on withdrawal options and/or leaves of absences, please contact the CAPP office
• If you need support due to a disability, please contact the SNAP office
• If you need general tutoring or other academic support, please contact the Center for Student learning – they are also amazing!

COURSE REQUIREMENTS AND EVALUATION

Your final grade is comprised of the following:
### DEPARTMENT OF MANAGEMENT & MARKETING

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<th>Percent</th>
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<tbody>
<tr>
<td>Quiz 1</td>
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<td>Quiz 2</td>
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<td>Quiz 3</td>
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<td>Quiz 4</td>
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<td>Certification</td>
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<td>Discussion board</td>
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<td>Group Project Part I</td>
<td>4%</td>
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<tr>
<td>Group Project Part II</td>
<td>10%</td>
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<tr>
<td>Research Participation</td>
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<td><strong>Bonus points – up to +6 points added to final grade</strong></td>
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1. **QUizzes**
   Four quizzes worth **65% of your overall grade**. All quizzes will be on Oaks and will be based on textbook material and class lectures.

2. **Certification**
   Completion of the Google Digital Garage course (free) and submission of certification to Oaks – **worth 15% of your final grade**. This course requires **40 hours** of completion time. **You, therefore, must work on this every week of this course.** Some classroom time will be provided to complete this certification – see schedule.

3. **Discussion Board**
   One group discussion board worth **2% of your grade**.

4. **Group Project**
   A group project, split into two parts, **worth 14% of your grade**. Groups have been assigned in Oaks. Details will be provided on the specified date on the syllabus.

5. **Research Participation**
   SOB Student Research Program or SSRP (4 @ 1% each): You will receive credit for completing 4 SSRP credits during this semester **worth 4% of your overall grade**. 1 SSRP credit is worth 1% and typically means that the study lasts no more than 30 minutes. Some studies could be worth more than 1 credit, so please check the platform and study information for details. You must complete **4 credits to fulfill this requirement**. Check Oaks for information.
6. **BONUS IN-CLASS ACTIVITIES**
   Four in-class activities worth **+6 on your final grade**. Attendance and participation are mandatory to receive this extra credit.

**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, certifications, assignments and group projects.

2. **In-class activities**
   - Bonus points for in-class activities are only available to those who attend and participate in class.

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. **Use of cell/mobile phones/laptops/devices**
   - Students must keep all electronic devices including cell/mobile phones/tablets/laptops turned off and out of sight during class. It is a violation of this policy to keep phones on your lap.

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.

7. **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.

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