This course is an asynchronous and synchronous online course (completion of material online at an unspecified time (asynchronous) and attending Zoom sessions at a specified time (synchronous)). Asynchronous activities include reading chapters, viewing online lectures, completing certifications and assignments. Synchronous activities include sessions throughout the semester held live via Zoom for deep dives into topics and group project work. Zooms will take place at either 2:00 (section 01) or 3:25 (section 02) and are required.

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Office Hours: Zoom 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 course 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 be prepared with lectures that are not only based on our topics, but intertwined with interesting examples. For your part, I expect you to be prepared for Zoom sessions by completing assigned readings in advance of Zooms 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>10%</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>Exam 3</td>
<td>10%</td>
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<tr>
<td>Participation</td>
<td>10%</td>
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<tr>
<td>Speaker event/guest speaker attendance</td>
<td>2%</td>
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<tr>
<td>Social Dilemma or the Great Hack Discussion Board</td>
<td>2%</td>
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<tr>
<td>Website Group Project</td>
<td>6%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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1. **CERTIFICATIONS**

Google Ads Search Certification (1.25%), *Hootsuite Platform + Social Media certifications* (3.75%), Snapchat Advertising Essentials certification (1.25%), & Google Analytics IQ Certifications (3.75%) worth 10% of your final grade.
2. **EXAMS**
   Three exams worth 70% of your final grade. Exams will include questions from the text lectures, and deep dives on Zoom.

3. **PARTICIPATION**
   Attendance and participation in all Zoom sessions are required. Active participation includes turning on your camera, engaging in class discussions, and being prepared. This is worth 10% of your final grade.

4. **SPEAKER EVENT/GUEST SPEAKER ATTENDANCE**
   Required attendance at various speaker events/guest speakers via ZOOM worth 2% of your final grade. Check Oaks for dates/times.

5. **THE SOCIAL DILEMMA OR THE GREAT HACK**
   Completion of a discussion forum based on these documentaries (check Oaks) worth 2% of your final grade.

6. **WEBSITE GROUP PROJECT**
   In a group of 5-6 people, you will brand and create a website, optimize it for SEO, identify personas and create content for your website. Be sure to attend the Deep Dive for a full overview. This group project is worth 6% of your final grade.

**WEEKLY READING**
In order to be prepared for module quizzes, you should pay careful attention to the ‘Assignment’ section of the schedule and ensure that you read the assigned chapters.

**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:**
   - There are scheduled Zoom sessions throughout the semester to cover key material with deep dives into important topics. You are expected to attend these Zoom sessions with cameras on and they are required.
   - Zoom sessions will take place online via Zoom from 2:00-3:15 for section 01 and 3:25-4:40 for section 02. Check dates on syllabus for Zoom sessions.

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

3. **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, or after class. Make an appointment if you would like to discuss a particular aspect of your grade.

4. Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when suspected, are investigated. Each incident will be examined to determine the degree of deception involved.

- Incidents where the instructor determines the student’s actions are related more to misunderstanding and confusion will be handled by the instructor. The instructor designs an intervention or assigns a grade reduction to help prevent the student from repeating the error. The response is recorded on a form and signed both by the instructor and the student. It is forwarded to the Office of the Dean of Students and placed in the student’s file.

- Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XXF in the course, indicating failure of the course due to academic dishonesty. This status indicator will appear on the student’s transcript for two years after which the student may petition for the XX to be expunged. The F is permanent.

- Students can find the complete Honor Code and all related processes in the Student Handbook at: http://deanofstudents.cofc.edu/honor-system/studenthandbook/.”

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.