COURSE SYLLABUS
DIGITAL & SOCIAL MEDIA MARKETING SPRING 2022
M/W 2:00 PM (Section 01), M/W 3:25 PM (Section 02)
RSS 235

Professor: Dr. Jennifer B. Barhorst
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Email: barhorstj@cofc.edu
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 feedback.

Required Materials: Check 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. 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
- 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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<thead>
<tr>
<th></th>
<th>Percent</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>34%</td>
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<tr>
<td>Exam 2</td>
<td>24%</td>
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<tr>
<td>Exam 3</td>
<td>10%</td>
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<tr>
<td>Certifications</td>
<td>10%</td>
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<tr>
<td>Group Project Part I</td>
<td>5%</td>
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<tr>
<td>Group Project Part II</td>
<td>5%</td>
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<tr>
<td>Group Project Part II</td>
<td>10%</td>
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<tr>
<td>Make Your Mark Events</td>
<td>2%</td>
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<tr>
<td><strong>Bonus points – up to +10 points added to Exam I or II (lowest grade)</strong></td>
<td>+10 points</td>
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1. EXAMS
   Three exams worth 68% of your overall grade. All exams will be on Oaks.

2. CERTIFICATIONS
   Five industry-recognized certifications that you can add to your resume to enhance your employability worth 10% of your final grade as follows: Google Ads Search Certification (1%), Hootsuite Platform (2%) + Hootsuite Social Media certifications (2%), & Google Analytics IQ Certification (3%), Snapchat Ads (2%)

3. GROUP PROJECT
   A group project, split into three parts, worth 20% of your grade. Groups have been assigned in Oaks. Details will be provided on the specified date on the syllabus.
4. **MAKE YOUR MARK EVENTS**
   Attendance of two Make Your Mark events worth 2% of the final grade. Check Oaks for details.

5. **BONUS POINTS**
   6. At the professor’s discretion, **UP TO 10 ADDITIONAL POINTS** may be added to your grade on Exam I to reflect student participation in and contribution to the classroom environment and discussions. Full 10 points are reserved for **truly outstanding** contribution to the class and will be awarded at the end of the semester.

**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, certifications, assignments and group projects.

2. **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.

3. **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 5-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.

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**