**BUS 454 – DIGITAL MARKETING**

**Spring 2024**

**INSTRUCTOR INFORMATION**

**NAME:** Russ Fletcher, MBA

**EMAIL:** [**russ.fletcher@reinhardt.edu**](mailto:russ.fletcher@reinhardt.edu)(preferred)

**OFFICE PHONE:** 770-720-5591

**OFFICE LOCATION:** Lawson, Room 202-A

**OFFICE HOURS**: My typical office hours are Monday & Wednesday from 8:30-9, 1:15-3 and Fridays from 8:30-9 and 12-1. If you would like to meet with me, please email me to schedule a time. I may have other meetings scheduled during my regular office hours so please schedule time in advance. I will also accommodate other times as my schedule permits.

**COURSE DESCRIPTION**

This advanced course explores the application of social media and digital marketing to help solve marketing problems, using digital marketing strategies in a dynamic, complex, and competitive marketplace. The course builds on marketing principles and explores digital strategy development for using digital media to build customer relationships and creating and sustaining intelligent and effective online and mobile customer experiences. Prerequisites: BUS 302 or COM 312

**REINHARDT SECTION/NAMING CONVENTION**: BUS 454 010 MC

**COURSE CREDIT HOURS**: Three (3) Semester Credit Hours

**COURSE SCHEDULE/LOCATION**:

* Days: Mondays, Wednesdays, and Fridays
* Time: 11:00 am 11:50 pm (EST)
* Location: Hill Freeman Library, 306

**Dates:** 1/8/2024 - 5/5/2024

**WELCOME TO DIGITAL MARKETING!**

The internet is a dynamic marketplace if there ever was one. This class will give you a theoretical understanding of the internet marketplace that is necessary to adapt to its many changes, while also equipping you with the skills you’ll need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve its digital marketing performance.

**TEXTBOOK & SIMULATION**

This course uses the digital “Digital Marketing Essentials” courseware, which includes a textbook by Larson & Draper and its accompanying resources. The course will also use an online simulation called “Digital Marketing Simternship”. Both the courseware and simulation will be accessed on the Stukent Platform. You will enroll in the Stukent Platform using the link in Canvas.

You will also have the opportunity to receive the Stukent “Digital Media Marketing Certification” which will show that you are fully capable and skilled in applying digital marketing techniques. You will be tested on best practices for managing digital marketing campaigns, conducting keyword research, making data-driven decisions relative to revenues and profits, and making report-based strategy adjustments.

**COURSE STUDENT LEARNING OUTCOMES**

1. ***Web Design*** – Understand multiple web design frameworks for improving conversion rates on a website of any kind. Apply these design frameworks to identify areas for website improvement and to properly design a website from scratch.
2. ***Web Analytics*** – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an eCommerce website based on the conversion funnel. Understand the pitfalls surrounding attribution analysis and make recommendations to identify the highest ROI digital marketing channels.
3. ***Search Engine Optimization*** – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.
4. ***Search Engine Marketing*** – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign’s conversion rates.
5. ***Online Advertising*** – Understand the various methods of online display advertising. Create an online display ad campaign and measure its return on ad spend (ROAS).
6. ***Email Marketing* –** Understand best practices in marketing and implement them with a database of current and potential customers via email.
7. ***Social Media*** – Utilize knowledge of social media tactics to design an effective social media campaign.
8. ***Reputation Management*** – Implement online reputation management tactics to improve the online reputation of a brand.

**MCCAMISH SCHOOL OF BUSINESS LEARNING OUTCOMES**

*MSOB1. Critical thinking, analytical, and problem-solving skills*. Analyze business situations using information and logic to make recommendations for problem-solving.

*MSOB2: Interpersonal, teamwork, leadership, and communication skills.*  Use team building and collaborative behaviors in the accomplishment of group tasks and communicate effectively program alternatives.

*MSOB3: Ethical issues and responsibilities.* Recognize and analyze ethical dilemmas and propose resolutions for practical business situations.

*MSOB4: Business skills and knowledge.* Apply best practices, establish theories and managerial skills to business situations and problems.

*MSOB5:* *Awareness of global and multicultural issues.* Demonstrate awareness of and ability to analyze global and multicultural issues as they relate to business.

**SPECIFIC COURSE REQUIREMENTS/ASSIGNMENTS**

The instructor will evaluate successful knowledge of the material presented in this course based on the effort, participation, attendance, application, and satisfactory completion/submission of all coursework by each student. Students are required to complete all activities/assigned during the course in the manner prescribed.

**READING ASSIGNMENTS**

Educational research shows that if you read the material before class, you can perform better in class and gain a more solid understanding of the material. Students are required to read thoroughly all textbook and other course materials posted by the instructor for each unit/week **before** attending class and be prepared to actively participate in class.

Students are required to complete and submit Chapter Quizzes associated with each chapter. Each assigned chapter has a Multiple-Choice Quiz that will be completed after reading each chapter. These must be completed and submitted by the assigned due date/deadline as specified in Canvas. No late work will be accepted for any reason beyond the final dates/times specified for assignments**.** The lowest quiz grade will be dropped.

**Expert Session Lectures**You will watch 25 Expert Sessions throughout the semester. These are video lectures by industry professionals. Each expert session includes an accompanying quiz. (24 quizzes) These sessions will be highlighted by the instructor and are an integral part of your assigned reading/viewing.

**CHAPTER QUIZZES, EXPERT SESSION QUIZZES, and PROJECTS/ASSIGNMENTS**

Every reading assignment from the textbook has an accompanying quiz. These will be completed after each chapter. Students are required to complete and submit Chapter Quizzes based on the timeline and due dates as outlined in Canvas. As noted above, each of the Expert Sessions has an accompanying quiz. (13 chapter quizzes / 24 expert session quizzes) The **three** lowest quiz scores will be dropped.

There are class assignments for most chapters. Several of these assignments will be completed during normal class time. If you miss class with an “unexcused” absence, you will not be permitted to make up these assignments. Assignments must be completed and submitted by the assigned due date/deadline as specified in Canvas. Students are expected to participate in class discussions about these assignments as part of their assignment grades. Students are also expected to employ proper grammar, punctuation, and correct spelling.

Assignments must be completed and submitted by the assigned due date/deadline listed in Canvas. Work submitted after the dates/times specified for assignments will receive a 20-point deduction per day. No work will receive credit after an assignment is reviewed in class.

**DIGITAL MARKETING SIMULATION**

Stukent's Digital Marketing Simternship™ will take you through the role of a digital marketing intern at Buhi Supply, Co. where you will gradually master digital marketing and manage thousands of dollars in ad budget. This simulation gives you confidence in the subject and skills to add to your resume! You will get great practice building ads, analyzing KPIs, optimizing landing pages, targeting key audiences, and more.

Students are required to successfully complete the simulation and a reflections paper.

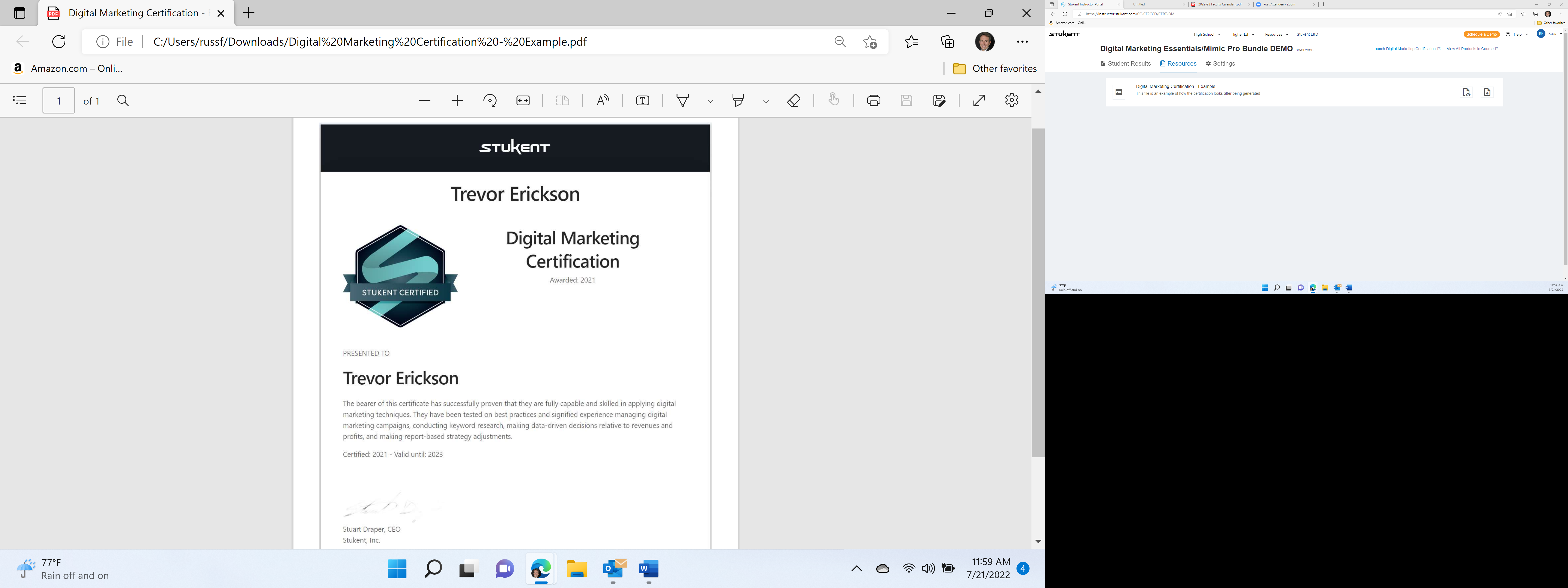
**MID-TERM & FINAL EXAMINATION**

The mid-term and final exams will integrate concepts from the textbook, class lectures, and assignments. The exams will be multiple choice and will be challenging, but students who attend class, complete assignments, and participate in class assignments and projects to apply course principles will be well prepared.

Students must be present on the day of the exam. Students are required to complete a Mid-Term Exam on Friday, March 1st during normal class time. Students are required to complete and submit a Final Exam according to the final published Exam schedule.

**Final Exam and Certification Details –** Completion of your final exam also counts towards your Digital Marketing Certification. The Stukent Digital Marketing Certification will show that you are fully capable and skilled in applying digital marketing techniques. You will be tested on best practices for managing digital marketing campaigns, conducting keyword research, making data-driven decisions relative to revenues and profits, and making report-based strategy adjustments.

* Open Book / Open notes
* 80 questions with a 2-hour time limit
* **You must score 80% or higher to be certified**



**ASSIGNMENT GRADING SCALE**

The following grading scale will be utilized in the determination of the student’s course grade:

**Percentage of Points Earned Corresponding Letter Grade**

90 to 100% A

80 to 89% B

70 to 79% C

60 to 69% D

0 to 59% F

**WEIGHTING FOR FINAL GRADES**

Chapter Quizzes 20%

Mimic Simulation 20%

Assignments 20%

Mid-Term Exam 20%

Final Exam 20%

\*Official grades and attendance are maintained in Canvas.

\*\* Available points for each area are listed on individual grading areas posted in Canvas.

**PROJECTED COURSE OUTLINE AND ESTIMATED TIMING**

The following schedule is tentative and subject to change. For the most current schedule, please refer to the modules and due dates as outlined in Canvas. The instructor reserves the right to adjust the timing of modules and assignments outlined below to maximize the learning for the class.

|  |  |  |
| --- | --- | --- |
| **Week/**  **Module** | **Class Topic** | **Assignments/Project/Quizzes/Exam** |
| Week 1 | Introduction and  Syllabus Review /  **Digital Marketing Foundations**  - Technical Terms  - Successful Websites | Activate Stukent account  Read Chapter 1  Quiz  Expert Session & Quiz |
| Week 2 | **Web Design**  - Principles of Good Web  Design  - Page Elements  - Landing Pages | Chapter 2  Quiz  Expert Session & Quiz  Assignment |
| Week 3 | **Analytics**  - How Analytics Works  - Metrics  - Key Performance Indicators  - Making Better Decisions  with Analytics  - Attribution | Chapter 3  Quiz  2 Expert Sessions & Quizzes  Assignment |
| Week 4 | **On-Site SEO**  - Maximizing Relevance  - Choosing Target Search  Phrases  - Creating High-quality  Webpages | Chapter 4  Quiz  5 Expert Sessions & Quizzes |
| Week 5 | **On-Site SEO**  - Other SEO  Considerations  - Local Search Rankings  - Search Engines Past  and Future  - Links  - Popularity Metrics | Chapter 5  Quiz  2 Expert Sessions & Quizzes  Assignment |
| Week 6 | **Paid Search**  - Paid Search Advertising Explained  - Choosing Search Targets | Chapter 6  Quiz  2 Expert Sessions & Quizzes  Assignment |
| Week 7 | **Paid Search**  - Writing Ad Copy  - Buying Ad Space  - Analyzing Results  - Google Ads Account  Structure | Assignment  Kick-off Simulation  Simulation Rounds 1 & 2 |
| Week 8 | Mid-Term Prep  Mid-Term Exam | Simulation Rounds 3 & 4  **Mid-Term Exam** |
| Week 9 | **Display Advertising**  - Retargeting  - Optimizing Banner Ads  - Consistent Messaging | Chapter 7  Expert Session & Quiz  Chapter 8  Quiz  2 Expert Sessions & 1 Quiz  Simulation Rounds 5 & 6 |
| Week 10 | **Email Marketing**  - Email List Capture  - Email Content  - Measuring Success  - Avoiding Spam Filters  - Customer Relationship Management | Chapter 8  Quiz  Assignment |
| Week 11 | **Social Media I**  - Social Media Activities  - Social Media Plan  - Choosing Social Media Platforms  - Social Media Content  - Distribute and Promote Content  - Measuring Success | Chapter 9  Quiz  5 Expert Sessions & Quizzes  Simulation Round 7 |
| Week 12 | **Social Media II**  - Facebook  - Twitter  - Pinterest  - YouTube  - LinkedIn  - Instagram  - Snapchat  - TikTok | Chapter 10  Quiz  Simulation Round 4  4 Expert Sessions & Quizzes  Simulation Round 8 |
| Week 13 | **Online Reputation Management**  - Monitoring Brands  - Responding to Negative Content  - Creating Positive Content | Chapter 11  Quiz  Assignment Simulation Rounds 9 & 10 |
| Week 14 | **Mobile Marketing**  - Mobile vs. Desktop  - Mobile Optimization  **Digital Strategy**  - Strategy Framework  - Applying the Framework  - Channels and Tactics  - Resource Allocation  - Examples | Chapter 12  Quiz  Chapter 13  Quiz  Simulation Reflections paper |
| Week 15 | Recap and Final Exam Review |  |
| Week 16 | **Final Exam** | **See the final published exam schedule** |

**ACADEMIC INTEGRITY**

The Honor System Honor is the moral cornerstone of Reinhardt University. Honor provides the common thread woven through the many aspects of the institution and creates a community of trust and respect fundamentally affecting the relationships of all its members. The centrality of honor at Reinhardt is contained in its Honor System which is embodied in the Reinhardt University Honor Pledge.

All assignments must be completed by the learner. Learners are expected to read and adhere to the Academic Integrity section of Reinhardt University’s Academic Catalog. The policy provides descriptions of what violates the policy and of what penalties may be imposed for violations. Failing grades will be assigned for any work which does not meet the standards of academic honesty. **Any violation of academic honesty can result in a failing grade in a course.**

**ATTENDANCE POLICY**

Regular attendance is required and expected. Learners are required to be on time, attend for the entire class period and participate via engagement with the instructor/fellow class members in all class lectures (face-to-face in the physical classroom) each week during the semester. You are responsible for obtaining information conveyed in missed classes from the textbook, class notes and/or Canvas. You should make sure to complete any missed assignments during the assigned specific time before returning to class, so you won’t fall further behind.

If you are absent from class, you will need to check Canvas for any class calendar changes, assignments missed, PowerPoint presentations, etc.  A copy of the class schedule & syllabus will always be available on Canvas along with any changes.   However, this does **NOT** exempt you from making sure you are aware of any verbal announcements made in class, so please exchange contact information with someone in class to communicate with if you are absent from class.

**Excused absences only for official Reinhardt SPORTS OR CAMPUS ORGANIZATION EVENTS**

If you are representing the school for a game or competition it is your responsibility to **notify me before missing the class.** I will work with you on what you miss and make sure you don’t fall behind. Coming to me after the absence is not acceptable. You will be required to take any graded assignments including quizzes and tests **before the due date.** You will not be permitted to turn in work late. If you need further clarification, please see me. To succeed in this class, attendance is required.

**CENTER FOR STUDENT SUCCESS**

Students can go to the **Center for Student Success** for additional support for this course. If you feel you need additional help, please schedule a meeting with me, so I can ensure that you receive the proper support. This center is designed to support your learning in class, so it’s not to replace your regular class attendance. Please have a list of specific questions, so we can use the time most effectively. I am also glad to provide some additional support if you are in class regularly and schedule meetings in advance. You can contact me at [russ.fletcher@reinhardt.edu](mailto:russ.fletcher@reinhardt.edu)

Academic support is offered on campus by the Center for Student Success (CSS). The CSS is located on the lower floor of Lawson, Room 305. CSS offers FREE peer and faculty tutoring for all subjects. For appointments, go to the Reinhardt University webpage (www.reinhardt.edu) and using the Quick Links menu click on Center for Student Success.

**COVID-19**

Reinhardt is committed to the safety of our community and mitigating the spread and harmful effects of Covid-19. Masks are currently optional in the classroom. Because COVID-19 continues to be a dynamic situation, we may have to amend our current policies based on recommendations from the CDC and The Georgia Department of Public Health.

**ADA POLICY**

* The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a documented disability requiring an accommodation, please contact the Academic Support Office (ASO).
* Reinhardt University is committed to providing reasonable accommodations for all persons with disabilities. Therefore, if you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with the Academic Support Office (ASO). ASO is located in the basement of the Lawson Building. The phone # is 770-720-5567. To receive academic accommodations for this class, please obtain the proper ASO letters/forms.

**NON-DISCRIMINATION / TITLE IX**

Reinhardt University does not discriminate in any of its policies, programs, or activities based on race, color, age, culture, national origin, socioeconomic status, gender, religious belief, sexual orientation, physical (dis)ability, or genetic information.

It is the policy of Reinhardt University to comply with Title IX of the Education Amendments of 1972, which prohibits discrimination (including sexual harassment and sexual violence) based on sex in the College's educational programs and activities. Title IX also prohibits retaliation for asserting or otherwise participating in claims of sex discrimination. Reinhardt University has designated Kristy Starling, Title IX Coordinator, KLS1@reinahrdt.edu or 770-720-9146, to coordinate Reinhardt's compliance with and response to inquiries concerning Title IX. A person may also file a complaint with the Department of Education's Office for Civil Rights regarding an alleged violation of Title IX by visiting the U.S. Department of Education's website or calling 1-800-421-3481.