**Wayland Mission Statement**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

**Contact Information**

**Course**

: MKTG 5322 VC-01 – Digital Marketing

**Campus**

: WBUonline

**Term/Session**

**:** Fall I, 2022

**Instructor**

**:** Dr. Alan Christopher

**Office Phone Number/Cell #**

**:** 512-219-9297

**WBU Email Address**

**:** david.christopher@wayland.wbu.edu

**Office Hours, Building, and Location**

**:** I am an adjunct professor in Austin, TX. Please email to set up a time to talk.

**Class Meeting Time and Location**

**:** Online

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Digital Marketing Essentials, Course Videos, & Mimic Pro Bundle | Larson & Draper |  | 2019 | Stukent | 9780-99871-3809 |
| **SIMULATION** | Bundled |  |  | **PUBLISHER** |  |
| Mimic Pro |  |  | 2019 | Stukent |  |

*The textbook for this course is part of the* ***Wayland’s Automatic eBook*** *program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore* [*Automatic eBook FAQ*](https://bookstore.wbu.edu/site_inclusive.asp) *page.*

**Here is your access codfe for the material online from Stulent:**

<https://home.stukent.com/join/5DD-800>

**Course Information**

**Catalog Description**

**:**

Appraise the use of digital marketing strategies to improve organizational success. Construct daily functions of digital marketing that include the use of analytics, on and off-site SEO to improve marketing effectiveness. Additionally, evaluate ethical issues and online reputation associated with digital marketing.

**Prerequisite:**

None

**Course Outcome Competencies**

**:**

* Appraise digital marketing practices that support an organization’s domestic and global marketing strategies.
* Evaluate digital marketing efforts using search engine optimization, social media metrics, and other lead generation methods.
* Compare web design (desktop and mobile) for digital marketing effectiveness
* Assess organizational policies regarding privacy, security, and ethics with digital marketing strategies and campaigns.

**Attendance Requirements**

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Statement on Plagiarism and Academic Dishonesty**

**:** Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

**Disability Statement**

**:** In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Dr. Trish Ritschel-Trifilo, [trifilot@wbu.edu](mailto:trifilot@wbu.edu) or call (806) 291-3745.

**Student Grade Appeals**

**:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**Course Requirements and Grading Criteria**

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion.  If the work is not completed by the appropriate date, the I is converted to an F.

**Tentative Schedule**

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| Assignment |  | Points |
| Discussions (3) | | 5 (15) |
| Follow up posts (2 per 3 Weeks) | | 6 (12) |
| Mimic Pro (6 weeks) | | 10 (60) |
| Elevator Speech | | 5 |
| Personal Brand | | 5 |
| Career paper | | 14 |
| Blog Post | | 5 |
| Kent’s Camera Castle paper | | 25 |
| Grading Scale | |
| A | 94-100% |
| A- | 90-93 |
| B+ | 87-89 |
| B | 84-86 |
| B- | 80-83 |
| C+ | 77-79 |
| C | 74-76 |
| C- | 70-73 |
| D+ | 67-69 |
| D | 60-66 |
| F | 59 and below |

You will be graded on active participation.

* Participate – You are expected to contribute, and we need everyone to be actively engaged in the discussions.
* Add value – teams benefit from the diverse opinions of the group – have confidence in your own ideas and insights and sell them;
* Be positive and proactive – in business, most people are smart. The biggest differentiator is attitude – successful teams need people that are upbeat, action-oriented and look for the good in other team members;
* Provide feedback – speak up if there is anything you do not like about how our team is operating. We are always open to a better idea – you have the power to change it;
* Be professional – The WBU mission states that we strive to educate students in a distinctively Christian environment for professional success, and service to God and humankind. This encompasses acts of kindness, respect, serving others, a positive attitude and commitment to our program (i.e. meeting deadlines, teamwork, and respectful communication with your team, cohort, professors, staff and our community).

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| --- | --- | --- | --- | --- |
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| 1 | **CHAPTER 1**: Digital Marketing Foundations  **CHAPTER 2:** Web Design  **CHAPTER 3:** Analytics | **Elevator Speech**. 15 second video on why you entered this program and what you intend to do with this degree.  **Discussion question**: What does digital marketing mean to you? Give 2 examples (with scholarly research) of companies who have successfully implemented a digital marketing strategy. See the discussion question in Blackboard for more requirements. | Introduce & have students sign up for Mimic Pro Simulation and watch all videos |  |
| 2 | **CHAPTER 4:** On-Site SEO  **CHAPTER 5:** Off-Site SEO  **CHAPTER 6**: Paid Search | **Follow up Discussion:** Compare and critique your classmate’s answers to the Discussion in Week 2. | Simulation Round 1 |  |
| 3 | **CHAPTER 6**: Paid Search | **Discussion question:**  Using your results from Round 1, share with your classmates the six activities in Round 1.  **Career Plan paper:**  Use the template in the assignment to complete the paper. | Simulation Round 2 |  |
| 4 | **CHAPTER 7:** Display Advertising | **Follow up Discussion:** Compare and critique your classmate’s answers to the Discussion in Week 3. | Simulation Round 3 and 4 |  |
| 5 | **CHAPTER 8:**  Email Marketing  **CHAPTER 9:** Social Media I | **Discussion question:** Review and discuss your results from Round 3 on your scoreboard results and the campaign performance. | Simulation Round 5 and 6 |  |
| 6 | **CHAPTER 9:**  Social Media I | **Follow up Discussion:** Compare and critique your classmate’s answers to the Discussion in Week 5. | Simulation Round 7 and 8 |  |
| 7 | **CHAPTER 10:** Social Media II  **CHAPTER 11:**  Online Reputation Management  **CHAPTER 12:** Mobile Marketing | **Blog/Article** Assignment. Using Wordpress or another site, write a blog on any topic related to digital media 700-800 words. | Simulation Round 9 and 10 |  |
| 8 | **CHAPTER 13:**  Digital Marketing Strategy | **Brand Video:** YouTube video applying the digital marketing principles to a job application. | Digital Marketing Plan with final analysis/recommendations for Kent’s Camera Castle |  |
|  | | | | |

# ADDITIONAL INFORMATION – Graded Assignments

1. **Discussion Boards**

This class has 3 discussion boards. You will be graded by the following:

Log in and answer the question (1 point) fully by Thursday night. As you are graduate students I expect more than a few sentences. I expect at least one scholarly resource (meaning that it is peer reviewed, such as an academic journal) (1 point). No \*pedia references. Company website boilerplate material is acceptable to make a point but does not substitute for an academic reference. I also expect to see a graphic detailing your point with a proper source (which is separate from your reference and citation) (1 point). These resources will be cited and referenced in proper APA7 format (1 point). You will also use APA headings based on the questions (1 point). Total possible 5 points.

For response credit, you must respond to at least two of your classmates’ original posts by Sunday night (2 points). Responding to me when I ask a question, or to your classmates within your post is recommended to keep the dialogue going, but these responses do not count towards your grade. Responses also require at least one academic, peer reviewed reference, properly cited and referenced each post (2 points), and at least one graphic or video to illustrate your post each post (2 points). Total possible 6 points.

Therefore, I expect you to have anywhere from 3 - 6 posts each week. This is where we learn in this class and if you do not participate it will affect your grade and your knowledge in this class.

I recommend that you do not wait until the last minute to engage in the discussions. The good topics and company examples will be taken, and I've had students with tech issues in the past. Don't be one of those people who call me Sunday night at 11:45 complaining they can't get on the boards because of some tech issue.

1. **Mimic Pro Simulation.** For weeks 2 & 3 you will have 1 section each week of the simulation. For weeks 4 – 7 you will have 2 sections of the simulation. You are graded on your completion and performance in the sim.

Instructions for obtaining digital copies of Digital Marketing Essentials, Course Videos, & Mimic Pro Bundle will be distributed individually via email from no-reply@stukent.com or from a professor email. License keys may also be available for purchase from the bookstore, but the cheapest way to purchase the material is buying direct from stukent.com. Watch for the email and check your spam folder in case it somehow goes there.

The Mimic Pro simulation will give students a taste of what it is like to run a Digital marketing campaign for a business.   
  
Students will run the digital marketing strategy for Kent’s Camera Castle, an e-commerce camera retailer. You will have 3 products to sell as part of the sim. There are ten rounds to the simulation wherein students will be required to digital marketing concepts. Students will be responsible for analyzing their content's performance to determine the optimal output for each platform, as well as the channels they believe will best promote KCC’s products. Students will also have a $5,000 weekly digital marketing advertising budget to promote the products.   
  
It is likely that students will not do very well for the first round or two, but that is all right. Don't worry. Their experience with the simulation, combined with the lesson materials, will help prepare students for success in digital marketing.   
  
The final project will be to create a digital marketing plan and summary of recommendations for Kent’s Camera Castle.

1. **Elevator Speech.** In week 1 you will create a 15 second YouTube video introducing yourself and stating why you came to WBU for this degree, and what you hope to do with the degree.
2. **Career plan paper.** In week 3 you will use the career template to write about yourself, your career, goals and vision. Use the template in the assignment.
3. **Blog/Article** **Assignmen**t. In week 7 you will use Wordpress or another site and write a blog on any topic related to digital marketing. 700-800 words.
4. **Brand video.** In week 8 you will submit a 2-minute video on YouTube applying for a job with my company for whatever it is you do. You’ll take any 3 digital marketing principles we studied in this class and tell me what you’ve done with them in your previous job or make up job requirements for my company. This is your final exam.
5. **Kent’s Camera Castle Digital Marketing Plan.** You will submit a 10 – 12-page paper reviewing your digital marketing efforts on behalf of Kent’s, with at least three recommendations for changes and improvements to their approach.