

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: MTKG 3324 VC01 – Inbound Marketing

Campus: WBUonline

Term/Session: Fall 2 2022

Instructor: Leon Chickering

Cell #: 360-888-4725

WBU Email Address: leon.chickering@wayland.wbu.edu

Office Hours, Building, and Location: WBUonline

Class Meeting Time and Location: WBUonline

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
Media Planning Essentials	Egan		2020	Stukent	9780-99871-3861

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](#) page.

Optional Materials:

CERTIFICATION				PUBLISHER		
Inbound Marketing				Hubspot		

Course Information

Catalog Description:

Inbound marketing functions to get found online and convert prospects into leads and then to customers. Variables of inbound marketing: visual content, social media, and viral marketing tactics to optimize search engine optimization. Targets proven strategies to get more traffic from Google by synthesizing a fully integrated social media and digital marketing strategy.

Prerequisite:

None

Course Outcome Competencies:

- Identify and explain the Inbound Marketing tactics to build blogs and social media to convert prospects into customers
- Differentiate between differing digital and technological mediums to attract and retain customers.
- Apply inbound marketing content and tools improve search engine optimization
- Discuss the importance of using effective Inbound Marketing strategies for successful marketing campaigns.

Attendance Requirements

Late assignments are graded with a 10% late penalty for the first week and 20% for the second week. Assignments later than 2 weeks will not be accepted. All late work and assignments must be turned in by final course date. Discussions are not accepted after the due date. Details for each activity are outlined below in the chart showing week, deliverables, points, percentages, and due dates.

Student Introduction – Students will earn 10 points for introducing themselves to their peers.

Student sign up for textbook <https://home.stukent.com/join/793-056>

HubSpot Certification—Students will take the HubSpot Marketing certification course. Here is the link; <https://app.hubspot.com/academy/8033602/tracks/1028124/1024825/4800>

Discussion posts and Follow up . In weeks 2, 4, and 6 you will have a discussion question. It will relate to the HubSpot Certification course. Please follow the questions and requirements for each posting as detailed in the discussion question. In weeks 3, 5, and 7 you will do two (2) response posts to your classmates' posts from the previous week.

Assignments

- **Client Email Assignment**—students will be responsible for completing an email in HubSpot Marketing/Email section, click on Health in top left corner and create email using basic group and post to Blackboard; <https://app.hubspot.com/email/8033602/manage/state/all>
- **HubSpot Completion paper due last week of class;**
 - Student will answer the following questions in an APA formatted assignment regarding the HubSpot certification. Please include examples from some of the sections
 - What are your key takeaways?
 - What will you be able to apply to your future business experiences?
 - What would you change about the certification?
 - The paper will be at least two pages of content with one page as the title and appropriate references if required

- Should you explain the certification to another student or somebody in your work life how would you characterize it? What would be its strengths and weaknesses?
- **Exams** – there are two exams, midterm and final covering the first half of the textbook chapters and the second half of the chapters.

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 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

Week	Deliverable	Points	Percentage	Due Date
Week One	Introduction and the Media Planning Process			
	Introduction * starts Thursday for full points	10	2.0%	10/16/2022
	Sign up for HubSpot Certification Course			10/16/2022
	Read Chapters 1 & 2			10/16/2022
Week Two	Evolution of Consumer Decision Journey and Marketing			
	Discussion * starts Thursday for full points HubSpot 1-4	25	5.0%	10/23/2022
	Read Chapters 3 & 4			10/23/2022
Week Three	Understanding Target Audiences and Planning Basics			
	Read Chapters 5 & 6			10/30/2022
	Reply-Discussion * starts Thursday for full points	25	5.0%	10/30/2022
Week Four	Understanding Offline and Online Media			
	Discussion * starts Thursday HubSpot 5-7	25	5.0%	11/6/2022
	Read Chapters 7 & 8, and first half exam & Client Email	150	30.0%	11/6/2022
Week Five	Understanding Mobile Media and Setting Objectives			
	Reply-Discussion * starts Thursday for full points	25	5.0%	11/13/2022
	Read Chapter 9 & 10			11/13/2022
Week Six	The Communications Brief and Creating a Strategy			
	Discussion * starts Thursday HubSpot 8-10	25	5.0%	11/20/2022
	Read Chapters 11 & 12			11/20/2022
Week Seven	Choosing Channels of Influence and IMC			

THANSKGVING WEEK 11/21-25
Read Chapters 13 & 14

	Reply-Discussion * starts Thursday for full points	25	5.0%	12/4/202
Week Eight	Measurement and Crafting Recommendations			
	Exam 100 points and HubSpot Completion 90 points	190	34.0%	12/11/2022
Totals		500	100.0%	
