# Wayland Logo

Campus Name

School of Business

# 2. UNIVERSITY 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.

# 3. COURSE NUMBER & NAME:

MKTG 5322 - Digital Marketing

# **4. TERM**:

Fall 1, 2020

# **5. INSTRUCTOR**:

D. Alan “Dr. Alan” Christopher, Ph.D.

# **6. CONTACT INFORMATION**:

Office phone: 512-219-9297

WBU Email: david.christopher@wayland.wbu.edu

# **7. OFFICE HOURS, BUILDING & LOCATION**:

I am a remote adjunct working in Austin, TX. I am usually in my office Mondays and Fridays, but due to job travel requirements, that doesn’t always hold true. The best thing for a consultation is to reach out to me via email and we can set up a time to talk during the week.

# **8. COURSE MEETING TIME & LOCATION**:

Online

# **9. 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.

# 10. PREREQUISITE: None

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| --- | --- | --- | --- | --- | --- | --- |
| Digital Marketing Essentials, Course Videos, & Mimic Pro Bundle | Larson & Draper |  | 2019 | Stukent | 9780-99871-3809 | 1/17/2020 |
| **SIMULATION** | Bundled |  |  | **PUBLISHER** |  |  |
| Mimic Pro |  |  | 2019 | Stukent |  |  |

# 12. OPTIONAL MATERIALS

# **13. COURSE OUTCOMES AND 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.

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & 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.

# **16. 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 Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

**(Include information about term papers, projects, tests, presentations, participation, reading assignments, etc. and how many points or what percentage of the final grade each of these components or assignments is worth).**

|  |  |  |
| --- | --- | --- |
| Assignment |  | % |
| Discussions (3) | | 12 |
| Follow up posts (2 per 3 Weeks) | | 24 |
| Mimic Pro (6 weeks) | | 30 |
| Elevator Speech | | 4 |
| Personal Brand video | | 5 |
| Career paper | | 5 |
| Blog Post | | 5 |
| Kent’s Camera Castle Paper | | 15 |
|  | |  |
| 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 |

**17.1 Include Grade Appeal Statement:** “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/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.”

# 18. TENTATIVE SCHEDULE

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week | Textbook Chapters | Assignments | Mimic Pro Simulation |  |
| 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 |  |
|  | | | | |

# 19. ADDITIONAL INFORMATION – Graded Assignments

**19.1 Discussion posts.** In weeks 1,3 and 5 you will have a discussion question. It will relate to the simulation and will consist of you detailing what you did in the simulation. Please follow the questions and requirements for each posting as detailed in the discussion question.

**19.2 Follow up to the discussion posts.** In weeks 2, 4 and 6 you will do two (2) response posts to your classmates’ posts from the previous week. Challenge their assumption, ask questions, create dialogue, but remember to be nice in your approach.

**19.3 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.

**19.5 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.

**19.6 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.

**19.7** **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.

**19.8 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.

**19.9 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.