# C:\Users\starnesc\Downloads\image (1).png

Campus Name--online

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 4322 VC01 -Digital Marketing

# **4. TERM**:

# Fall 1 2021

# **5. INSTRUCTOR**:

# Leon Chickering

# **6. CONTACT INFORMATION**:

Office phone: n/a

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

Cell phone: 360-888-4725

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

I am a remote adjunct working in Olympia, WA.

 call/email for appointment—I am on Pacific Time

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

Meeting day & time: online

# **9. CATALOG DESCRIPTION**:

 We examine theoretical and application-orientation of digital marketing and its role in marketing strategy. It examines the daily functions of digital marketing that include the use of analytics, on and off-site SEO to improve marketing effectiveness. Additionally, the understanding to assess ethical issues and online reputation associated through 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 | 978-0-9987138-0-9 | 1/17/2020 |
| **SIMULATION** | Bundled |  |  | **PUBLISHER** |  |  |
| Mimic Pro |  |  | 2019 | Stukent | 978-0-9987138-0-9 | 1/17/2020 |

# 12. OPTIONAL MATERIALS

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CERTIFICATION** |  |  |  | **PUBLISHER** |  |  |
| Digital Media |  |  |  | Hubspot |  |  |

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* Understand how digital marketing practices support an organization’s domestic and global marketing strategies.
* Analyze how digital marketing efforts are evaluated using search engine optimization, social media metrics, and other lead generation methods.
* Appraise web design (desktop and mobile) for digital marketing effectiveness
* Assess the challenges with privacy, security, and ethics associated with digital marketing.

# 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**:

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.

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

**HubSpot Certification**-- I am encouraging you to take the HubSpot certification course. It will be great for your career moving forward and is free!--<https://academy.hubspot.com/courses?hubs_signup-url=www.hubspot.com/&hubs_signup-cta=hsg-nav__box-link&_ga=2.19520381.419541510.1593793525-220858049.1586473119&page=1>

It is not a graded activity.

**Discussion posts and Follow up with Simulation.** In weeks 2, 4, and 6 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. In weeks 3, 5, and 7 you will do two (2) response posts to your classmates’ posts from the previous week.

**Assignments**

* **Landing Page Optimization Assignment with Wishpond.** You just got hired by Kent's Camera Castle to help with their online marketing efforts. One of the first projects you are tasked with is taking over an existing landing page selling the GoPro Hero 4. It is performing poorly and now you get to look things over and apply your magic to optimize the page for better performance using the principles learned in Chapter 2 of the Digital Marketing Essentials Textbook, 7 Principles of Conversion Centered Design Expert Session, and the Mimic Simulation. Within the last 30 days, the landing page in its current state gets 100 unique visits a day and sells on average of .5 cameras a day. Your boss wants you to increase the average daily sales to 5 GoPro Hero 4's a day. As you look over the landing page, pay attention to the different elements, their positioning, wording, colors, wow factors, etc.
* **Lead Generation Campaign Assignment with Wishpond.** Using what you learned in Chapter 3, create a personal training landing page offering a free one-on-one fitness consultation. What you will need;
	+ **An offer to provide**​. For example, what does the free one-on-one consultation include? Remember to incorporate that information on your landing page to display a compelling offer.
	+ **Information to collect**​. Does your friend want to collect people's phone numbers? Would it be useful for him to know their fitness goals? Once you have an idea of the information you want to collect, you can add it to your form.
	+ **Information and images.** ​Remember, consumers like doing business with people they know. Try adding a photo and description of Marco. Also, feel free to add images and other custom content to capture the essence of his business. Once you have this information, it's time to start designing the page!
* **Mimic Pro Simulation and Final paper completion**—this robust program is combined with the textbook to create a very valuable example of real world digital marketing campaigns. This will give you experience in real life strategies in the marketplace. Each week will be assigned textbook chapters and the discussion forums will be taken from the results of the simulation. You will be asked to do a “reflections” paper at the end of the term. Please go to this website to access the Stukent materials and simulation; <https://home.stukent.com/join/DA0-A0F>
* **Exams** – there are two exams, midterm and final covering the first half of the textbook chapters and the second half of the chapters.
* **Digital Marketing Certification**—this is a non-graded activity. Upon successful completion you will receive a certificate which you can use to post on LinkedIn and other social sites. It will also be valuable in your personal branding.

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.

## Certification Details

* 80 questions
* 2-hour time limit
* You must score 80% or higher to be certified

## **Grading Scale:**

A 90% - above 450 - 500

B 80% - above 400 - 449

C 70% - above 350 - 399

D 60% - above 300 - 349

F 50% - above 0 - 300

Other Important Information:

1. Written work, including the term paper, is graded on the basis of content first, but also on the quality of grammar, punctuation, and APA formatting.
2. All written assignments should be 12-point type, double-spaced, Times New Roman, and using APA Manuscript Writing Style.
3. Questions concerning grades received should be resolved within one week after the assignment has been returned.
4. All work should be original work of the individual student.
5. Academic honesty is expected of all students. Plagiarism, cheating, and other acts that lack academic honesty may result in a zero on the particular assignment.
6. Students will need to use the Internet to access some assignments.
7. Always contact the professor if you need assistance.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Deliverable** | **Points** | **Percentage** | **Due Date** |
| Week One | Digital Marketing Foundations and Web Design (MKTG 4322) |  |  |  |
|  | Student introductions \* starts Thursday for full points  |  10 | 2.0% | 8/15/2021 |
|  | Mimic pro round 1 (continuing to week 7) |   |  | 8/15/2021 |
|  | Read Chapters 1 & 2 and Mimic Simulation sign up  |  |  | 8/16/2021 |
| Week Two | Analytics and On-site SEO |  |  |  |
|  | Discussion round 1 (6 activities) \* starts Thursday for full points | 25 | 5.0% | 8/22/2021 |
|  | Read Chapters 3 & 4  |   |  | 8/22/2021 |
| Week Three | Off-Site SEO and Paid search |  |  |  |
|  | Read Chapters 5 & 6  |   |  | 8/29/2021 |
|  | Reply-Discussion \* starts Thursday for full points |  25 |  5.0% | 8/29/2021 |
| Week Four | Display Advertising and Email Marketing |  |  |  |
|  | Discussion round 3 (scorecard, campaign) \* starts Thursday for full points  |  25  |  5.0% | 9/5/2021 |
|  | Read Chapters 7 & 8 , and first half exam  |  100 | 20.0% | 9/5/2021 |
| Week Five | Social Media ! & 2 |  |  |  |
|  | Reply-Discussion \* starts Thursday for full points |  25 | 5.0% | 9/12/2021 |
|  | Read Chapters 9 & 10, Landing page Assignment due |  40 | 8.0% | 9/12/2021 |
| Week Six | Online Reputation Management |  |  |  |
|  | Discussion round 6 \* starts Thursday for full points |  25 | 5.0% | 9/19/2021 |
|  | Read Chapter 11 |  |  | 9/19/2021 |
| Week Seven | Mobile Marketing, Lead Generation Assignment due |  30 | 6.0% | 9/26/2021 |
|  | Read Chapters 12 & 13 Digital Marketing Certification (not graded activity) in Stukent Reply-Discussion \* starts Thursday for full points |  25 | 5.0% | 9/26/2021 |
| Week Eight | Digital Marketing Strategy |  |  |  |
|  | Exam (100 points) and Mimic Completion Paper (70 points) | 170 | 34.0% | 10/2/2021 |
| Totals |  | 500 | 100.0% |  |

**17.1 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.** **Mimic Pro Simulation.** The simulation will give students a taste of what it is like to run a Digital marketing campaign for a business.

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.

# 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.

# 19. ADDITIONAL INFORMATION

Professor reserves the right to alter this schedule as needed.

Please be sure to ask if you have questions or concerns during this course. Remember that, while you are a student, you are also teaching the class that which your education and experiences have taught you.

 “This class will adhere to zero tolerance for using someone else’s work as your own.”

 “Students are responsible for reading, understanding, obeying, and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study.”

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