

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 4322 VC01 – Digital Marketing

Campus: WBUonline

Term/Session: Spring 1

Instructor: <<Ex: Dr. John Doe>>

Office Phone Number/Cell #: 614-915-9581

WBU Email Address: Madison.greenwood@wayland.wbu.edu

Office Hours, Building, and Location: Call/text me or email

Class Meeting Time and Location: Online

Catalog Description:

Theoretical and application-oriented 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.

Prerequisite:

None

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
Digital Marketing Essentials	Larson & Draper		2024	Stukent	9780-99963-0204
Pitch Vantage					9780-69293-3008

*This course is part of the **Pioneer Academic Access Program**. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to **EVERY class/material** and have to source through third party vendors.*

Optional Materials: None

Course Outcome 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.

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

Academic Integrity:

[Link to Statement on Academic Integrity](#)

Artificial Intelligence: Generative AI tools permitted in specific context and with proper citations.

- i. Students are allowed to use, reference, or incorporate generative AI tools into specific assignments for this course. When used, students must properly cite the generative AI tool in their submitted work.
- ii. While there is no true substitute for direct help and instruction for your instructor, students may be allowed to use generative AI tools to provide further explanations of course content, readings, and other assignments. Any use of generative AI tools to help further explain or translate content must be properly referenced and cited.
- iii. Specific parameters for generative AI usage are provided by the instructor.
- iv. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

Course Requirements and Grading Criteria

Late Policy:

Because all assignments are open from the start of the term, students have the flexibility to work ahead and plan around their personal schedules, travel, or busy weekends. This means there should be very few—if any—late submissions.

- Due Dates: All assignments have posted due dates to help students stay on track.
- Late Submissions: Late submissions are not accepted except in cases of documented, extreme medical emergencies or other serious extenuating circumstances approved by the instructor.
- Work Ahead: Since all assignments are available from the beginning of the term, students are encouraged to work ahead to avoid last-minute conflicts or missed deadlines.

Assignments:

- First Required Assignment: Students must take this 3-point assignment acknowledging they are taking this course.
- Student Introduction: Students will earn 7 points for introducing themselves to their peers.
- PitchVantage Demo Experiential Learning Assignment: Students are required to login and provide a demo that they have logged into the courseware and use the PowerPoint feature worth 10 points
- Integration of Faith Experiential Learning Paper: There is one written assignment in Week 7 on the concept of integrating faith into digital marketing worth 100 points
- Elevator Speech Presentation: This is a 30 second presentation on your current professional goals worth 50 points.
- Mimic Simulation Rounds: There are 10 simulation rounds worth 20 points each for a total of 200 points

- Chapter Quizzes: There are 7 Chapter quizzes worth 20 points each for a total of 140 points.
- Exams: There are two exams (Midterm and Final) that cover the course outcomes and objectives that are within the textbook chapters that are 100 points each for a total of 200 points

Point Breakdown:

- Required First Assignment: 3 points
- Introduction: 7 points
- PitchVantage Demo: 10 points
- Faith Integration Paper: 100 points
- Elevator Speech: 50 points
- 10 Mimic Simulation @ 20 pts each: 200 points
- 7 Chapter Quizzes @ 20 pts each: 140 points
- Midterm Exam (Chapters 1-4): 100 points
- Final Exam: 100 points
 - Total: 710 points

Grading Scale:

- **A:** 710 – 639 points
- **B:** 638 – 568 points
- **C:** 567 – 497 points
- **D:** 496 – 426 points
- **F:** 425 – 0 points

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.

Tentative Schedule

Week #:	Assignment Due	Points
Week #1		
	Required First Assignment	3
	Class Introduction	7
	Read Chapter #1: Digital Marketing Foundations	0
	Chapter #1 Quiz	20
	Mimic Pro Round 1	20

Week #2		
	Read Chapter #2: Web Design (Desktop & Mobile)	0
	Chapter 2 Quiz	20
	Read Chapter #3: Analytics	0
	Chapter 3 Quiz	20
	Read Chapter #4: On-site SEO	0
	Chapter 4 Quiz	20
	PitchVantage Demo	10
	Mimic Pro Round 2	20
Week #3		
	Mimic Pro Round 3	20
	Mimic Pro Round 4	20
	Mimic Pro Round 5	20
Week #4		
	Midterm Chapters 1-4	100
	Read Chapter #5: Off-Site SEO	0
	Read Chapter #6: Paid Search Marketing	0
	Read Chapter #7: Online Advertising	0
Week #5		
	Read Chapter #8: Email Marketing	0
	Read Chapter #9: Social Media 1	0
	Read Chapter #10: Social Media 2	0
	30-Second Elevator Speech	50
	Chapter 5 Quiz	20
	Chapter 6 Quiz	20
	Chapter 7 Quiz	20
Week #6		
	Read Chapter #11: Online Reputation Management	
	Read Chapter #12: Mobile Marketing	
	Mimic Pro Round 6	20
	Mimic Pro Round 7	20
	Mimic Pro Round 8	20
	Mimic Pro Round 9	20
Week #7		
	Read Chapter #13: Digital Strategy	0
	Integration of Faith Paper	100
	Mimic Pro Round 10	20
Week #8		
	Final Exam Chapters 5-13	100
	Total:	710

Additional Information

Please note: The professor for this class is on Eastern time zone