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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 3324 VC01 -Inbound Marketing

# **4. TERM**:

# Spring 2 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**:

 call/email for appointment—I am on Pacific Time

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

Meeting day & time: online

# **9. CATALOG DESCRIPTION**:

This​ ​course​ ​is​ ​designed​ ​to​ ​give​ ​you​ ​the​ ​basics​ ​of​ ​media​ ​strategy​ ​and​ ​analysis.​ ​Whether​ ​you’re​ ​destined​ ​to​ ​be​ ​a​ ​great​ ​Creative Director​ ​or​ ​you​ ​will​ ​create​ ​the​ ​next​ ​big​ ​media​ ​startup,​ ​you​ ​will​ ​gain​ ​valuable​ ​insights​ ​into​ ​how​ ​to​ ​craft​ ​an​ ​engaging​ ​communications plan.

Media​ ​planning​ ​as​ ​a​ ​profession​ ​is​ ​an​ ​exciting​ ​one​ ​as​ ​you​ ​sit​ ​on​ ​the​ ​cutting​ ​edge​ ​of​ ​social,​ ​cultural​ ​and​ ​consumer​ ​trends.​ ​​​Media​ ​is also​ ​fun​ ​as​ ​your​ ​clients​ ​are​ ​well​ ​versed​ ​in​ ​their​ ​own​ ​media​ ​consumption​ ​habits​ ​and​ ​are​ ​very​ ​engaged​ ​in​ ​the​ ​expertise​ ​that​ ​you​ ​bring to​ ​the​ ​table.​ ​​​But​ ​most​ ​of​ ​all,​ ​media​ ​is​ ​tremendously​ ​challenging​ ​as​ ​everyone​ ​thinks​ ​they​ ​“know”​ ​and​ ​it’s​ ​constantly​ ​changing. Media​ ​planning​ ​is​ ​no​ ​longer​ ​about​ ​figuring​ ​out​ ​how​ ​to​ ​place​ ​the​ ​right​ ​message​ ​at​ ​the​ ​right​ ​time​ ​to​ ​the​ ​right​ ​consumer.​ ​​​Media,​ ​or Communications​ ​Planning,​ ​as​ ​it​ ​is​ ​increasingly​ ​known,​ ​is​ ​about​ ​creating​ ​a​ ​dialogue;​ ​having​ ​a​ ​conversation​ ​with​ ​your​ ​consumer.

# 10. PREREQUISITE:

MKTG3312

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| Media planning essentials | Egan |  | 2019 | Stukent | 978-0-9987138-6-1 | 1/17/2020 |
| **CERTIFICATION** | Bundled |  |  | **PUBLISHER** |  |  |
| Inbound Marketing |  |  |  | HubSpot |  |  |

# **12. COURSE OUTCOMES AND 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.
* Experience HubSpot Certification on Inbound 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.

*As this is an online class, attendance is measured by on time assignment completion. Any student falling behind risks being dropped from the course by the University.*

# **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.

**Stukent sign up for textbook** <https://home.stukent.com/join/D9F-462>

**HubSpot Certification**—Students will take the HubSpot Marketing certification course. Here is the link; <https://app.hubspot.com/academy/8033602/tracks/23/206/1056>.

**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 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.

## **Grading Scale:**

A 90% - above 450 - 500

B 80% - above 400 - 449

C 70% - above 350 - 399

D 60% - above 300 - 359

F 50% - above 0 - 250

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 | Introduction and the Media Planning Process |  |  |  |
|  | Introduction \* starts Thursday for full points | 10 | 2.0% | 3/28/2021 |
|  | Sign up for HubSpot Certification Course |   |  | 3/28/2021 |
|  | Read Chapters 1 & 2  |  |  | 3/28/2021 |
| Week Two | Evolution of Consumer Decision Journey and Marketing |  |  |  |
|  | Discussion \* starts Thursday for full points HubSpot 1-4 | 25 | 5.0% | 4/4/2021 |
|  | Read Chapters 3 & 4 |  |  | 4/4/2021 |
| Week Three | Understanding Target Audiences and Planning Basics |  |  |  |
|  | Read Chapters 5 &. 6  |   |  | 4/11/2021 |
|  | Reply-Discussion \* starts Thursday for full points |  25 |  5.0% | 4/11/2021 |
| Week Four | Understanding Offline and Online Media |  |  |  |
|  | Discussion \* starts Thursday HubSpot 5-7 |  25  | 5.0% | 4/18/2021 |
|  | Read Chapters 7 & 8, and first half exam & Client Email |  150 | 30.0% | 4/18/2021 |
| Week Five | Understanding Mobile Media and Setting Objectives |  |  |  |
|  | Reply-Discussion \* starts Thursday for full points |  25 | 5.0% | 4/25/2021 |
|  | Read Chapter 9 & 10  |   |  | 4/25/2021 |
| Week Six | The Communications Brief and Creating a Strategy |  |  |  |
|  | Discussion \* starts Thursday HubSpot 8-10 |  25 | 5.0% | 5/2/2021 |
|  | Read Chapters 11 & 12  |  |  | 5/2/2021 |
| Week Seven | Choosing Channels of Influence and IMC |  |  |  |
|  | Read Chapters 13 & 14  Reply-Discussion \* starts Thursday for full points |  25 | 5.0% | 5/9/2021 |
| Week Eight | Measurement and Crafting Recommendations |  |  |  |
|  | Exam 100 points and HubSpot Completion 90 points | 190 | 34.0% | 5/16/2021 |
| Totals |  | 500 | 100.0% |  |

**17.1 Include Grade Appeal Statement:** “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that 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. 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.”