**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 3324 VC01 – Inbound Marketing

**Campus**

: WBUonline

**Term/Session**

**:** Spring 2 2024

**Instructor**

**:** Leon Chickering

**Office Phone Number/Cell #**

**:** 360-888-4725

**WBU Email Address**

**:** leon.chickering@wayland.wbu.edu

**Office Hours, Building, and Location**

**:** Reach out to me via text/email/phone. I am on Pacific Time

**Class Meeting Time and Location**

**:** Online

**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

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Inbound Marketing, Revised & Updated | Halligan/Shah | 2nd | 2014 | Wiley | 9781-11889-6709 |
| Pitch Vantage  Presentation Software |  |  | 2023 |  | 9780-69293-3008 |

*If this is an UNDERGRAD class the textbook for this course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. If the course requires a physical book you can order at bookstore.wbu.edu. The cost of all your materials are billed to your student account at $26.00 per credit hour. You can choose to opt-out, however if you do you will lose access to* ***all******classes/materials*** *and have to source through third party vendors You will be notified via email with access instructions and additional information. If you are in a GRADUATE class you will have an Automatic eBook which is billed directly to your student account or a physical book that can be purchased at bookstore.wbu.edu.  If you do not wish to participate in the Automatic eBook program, you will have the first week of class to opt-out of the program (additional details will be outlined in your email instructions).*

**Optional Materials**

**:** <<List optional materials recommended to enhance student learning>>

| **CERTIFICATION** |  | **PUBLISHER** |
| --- | --- | --- |
| Inbound Marketing |  | Hubspot |

**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**

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](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:**

* 1. **No use of any generative AI tools permitted.**
     1. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
     2. All assignments must be fully created, designed, and prepared by the student(s).
     3. Any work that uses generative AI will be treated as plagiarism.

**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 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.

**First required Assignment—**Students must take this 2-point assignment acknowledging they are taking this courses.

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

**Orientation Quiz—**Student will take an orientation quiz related to items in the syllabus worth 10 points.

**Pitchvantage login**—Students will earn 10 points for login week 1 to PitchVantage presentation software.

**Discussion Posts and Student Participation** -There are Discussion Board posts each week beginning week 1 and ending week 8. These interactions will be based upon content/questions from our textbook. Each post/interaction will be worth 20 points each, as students you will be interacting with each other within this process. Acquire the Inbound Marketing textbook as all discussions will come from here.

**Chapter Quizzes**—There are 8 quizzes (covering 17 chapters in the textbook) worth 20 points each. There will be no mid-term or final exams.

**Presentations/Assignments—**There will be 2 presentations worth 75 points each using PitchVantage. One Case Presentation, Integration of Faith

## **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

**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** | **Deliverable** | **Points** | **Percentage** | **Due Date** |
| Week One | Shopping , your website and are you worthy |  |  |  |
|  | Student Introduction, Syllabus quiz and PV log-in | 30 | 6.0% | 3/31/2024 |
|  | Chapters 1,2,3 Quiz | 20 | 4.0% | 3/31/2024 |
|  | Discussion Board | 20 | 4.0% | 3/31/2024 |
| Week Two | Creating content and blogs |  |  |  |
|  | Discussion Board | 20 | 4.0% | 4/07/2024 |
|  | Chapters 4 & 5 Quiz | 20 | 4.0% | 4/07/2024 |
| Week Three | Google and Social Media |  |  |  |
|  |  |  |  |  |
|  | Chapters 6 &7 Quiz | 20 | 4.0% | 4/14/2024 |
|  | Discussion Board | 20 | 4.0% | 4/14/2024 |
| Week Four | Visual content & Software Tools |  |  |  |
|  | Discussion Board |  |  | 4/21/2024 |
|  | Chapters 8 & 9 Quiz  PitchVantage Presentation | 115 | 23.0% | 4/21/2024 |
| Week Five | Visitors and Prospects to Leads |  |  |  |
|  | Discussion Board | 20 | 4.0% | 4/28/2024 |
|  | Chapters 10 & 11 Quiz | 20 | 4.0% | 4/28/2024 |
| Week Six | Leads to customers & Better marketing |  |  |  |
|  | Discussion Board | 20 | 4.0% | 5/5/2024 |
|  | Chapters 12 & 13 Quiz | 20 | 4.0% | 5/5/2024 |
| Week Seven | People management and PR agency selection |  |  | 5/12/2024 |
|  | Chapters 14 & 15 Quiz, Discussion Board  Presentation | 115 | 23.0% | 5/12/2024 |
| Week Eight | Mobile by Design |  |  |  |
|  | Discussion Board and  Chapters 16 & 17 Quiz | 40 | 8.0% | 5/19/2024 |
| Totals |  | 500 | 100.0% |  |