# 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**:

# Summer II 2022

# **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.

call/email for appointment—I am on Central Texas 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 | 5/2022 |
| **SIMULATION** | Bundled |  |  | **PUBLISHER** |  |  |
| Mimic Pro |  |  | 2022 | Stukent | 978-0-9987138-0-9 | 5/2022 |

**Here is the code you need from Stukent to access the material:**

# https://home.stukent.com/join/A90-E25

# 12. OPTIONAL MATERIALS

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CERTIFICATION** |  |  |  | **PUBLISHER** |  |  |
| Digital Marketing Certificate |  |  | 2022 | Stukent |  |  |

# **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.

**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**

**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/A90-E25**

* **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
* **Personal Brand video** – in week 8 you will submit a 2 minute video applying for a Digital Manager job at my company. Please see the requirements for this assignment in the column on the left under “Exams and Assignments”.

## **Grading Scale:**

A 90% - above 662 - 735

B 80% - above 588 - 661

C 70% - above 515 - 587

D 60% - above 441 - 514

F 50% - above 0 - 440

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.

**Calendar of work due:**

|  |  |  |
| --- | --- | --- |
| **Week** | **Deliverable** | **Points** |
|  | Digital Marketing Foundations and Web Design (MKTG 4322) | |
|  |  |  |
| Week One | Digital Marketing, Webdesign and Off-site SEO |  |
|  | Read Chapters 1, 2 & 5 and Mimic Simulation (Buhi) sign up |  |
|  | Mimic pro round 1 (continuing to week 7) | 25 |
|  |  |  |
| Week Two | Analytics and On-site SEO |  |
|  | Read Chapters 3 & 4 |  |
|  | Discussion round 1 | 42 |
|  | Mimic pro round 2 (continuing to week 7) | 25 |
|  |  |  |
| Week Three | Paid search |  |
|  | Read Chapter 6 |  |
|  | Mimic pro round 3 (continuing to week 7) | 25 |
|  | Discussion round 2 | 8 |
|  |  |  |
| Week Four | Display Advertising and Email Marketing |  |
|  | Read Chapters 7 & 8 |  |
|  | Discussion round 3 | 42 |
|  | Midterm exam (Chs 1 - 8) | 100 |
|  | Mimic pro round 4 (continuing to week 7) | 25 |
|  |  |  |
| Week Five | Social Media 1 & 2 |  |
|  | Read Chapters 9 & 10 |  |
|  | Discussion round 4 | 8 |
|  | Mimic pro round 5 (continuing to week 7) | 25 |
|  |  |  |
| Week Six | Online Reputation Management |  |
|  | Read Chapter 11 |  |
|  | Discussion round 5 | 42 |
|  | Mimic pro round 6 (continuing to week 7) | 25 |
|  |  |  |
| Week Seven | Mobile Marketing & Digital Strategy |  |
|  | Read Chapters 12 & 13 |  |
|  | Digital Marketing Certification (not graded activity) in Stukent |  |
|  | Mimic pro round 7 | 25 |
|  | Discussion round 6 | 8 |
|  |  |  |
| Week Eight | Digital Marketing Strategy |  |
|  | Mimic Completion Paper | 110 |
|  | Final Exam (Chs 9 - 13) | 100 |
|  | Personal Brand video | 100 |
|  |  | 735 |
| Totals |
|  |

**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.

# <https://home.stukent.com/join/A90-E25>

# Students will run the digital marketing strategy for Buhi, an e-commerce bag retailer. You will have 3 products to sell as part of the sim. There are seven 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 Buhi’s’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.”