**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 VC-01 – Digital Marketing

**Campus**

: WBU Online

**Term/Session**

**:** Spring I, 2023

**Instructor**

**:** Dr. Alan Christopher

**WBU Email Address**

**:** david.christopher@wayland.wbu.edu

**Office Hours, Building, and Location**

**:** Remote

**Class Meeting Time and Location**

**:** Online

**Textbook Information**

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

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Digital Marketing Essentials, Course Videos, & Mimic Pro Bundle | Larson & Draper |  | 2022 | Stukent | 9780-99871-3809 |
| **SIMULATION** | Bundled |  |  | **PUBLISHER** |  |
| Mimic Pro |  |  | 2022 | Stukent |  |

*The textbook for this course is part of the* ***Wayland’s Automatic eBook*** *program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore* [*Automatic eBook FAQ*](https://bookstore.wbu.edu/site_inclusive.asp) *page.*

**Course Code for the class. The bundle is part of your book fee, if you have selected that option. If not, you will have to go to Stukent and pay for the bundle separately.**

# https://home.stukent.com/join/6B1-B32

# OPTIONAL MATERIALS

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

**Course Information**

**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

**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**

**Statement on Plagiarism and 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.

**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 Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Rick Hammer, [hammerr@wbu.edu](mailto:hammerr@wbu.edu) or call 1-866-547-9192 for

24/7 Blackboard Support.

**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.

**Course Requirements and Grading Criteria**

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion.  If the work is not completed by the appropriate date, the I is converted to an F.

**Tentative Schedule**

# **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 |
|  |

**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.”

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

**The license for the sim is included in your bundle option if you have selected it. Otherwise, you will need to go directly to Stukent and purchase the bundle.**

# <https://home.stukent.com/join/6B1-B32>

# 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.

# **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.”