

## Wayland Mission Statement

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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

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**Course:** MKTG 4322 VC01 – Digital Marketing

**Campus:** WBUonline

**Term/Session:** Summer 2023

**Instructor:** Leon Chickering

**Cell #:** 360-888-4725

**WBU Email Address:** leon.chickering@wayland.wbu.edu

**Office Hours, Building, and Location:** WBUonline

**Class Meeting Time and Location:** WBU online

## Textbook Information

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### Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Digital Marketing Essentials, Course Videos, &amp; Mimic Pro Bundle</u>	Larson & Draper		2019	Stukent	9780-99871-3809
<b>SIMULATION</b>	Bundled			<b>PUBLISHER</b>	
<u>Mimic Pro</u>			2019	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](#) page.*

## Course Information

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**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

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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

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**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, Dr. Trish Ritschel-Trifilo, [trifilot@wbu.edu](mailto:trifilot@wbu.edu) or call (806) 291-3745.

**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.

[WBU Catalog](#)

## Course Requirements and Grading Criteria

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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.

**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](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 .** 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

- **Landing Page Optimization Assignment with Wishpond.** You just got hired by Kent's Camera Castle to help with their online marketing efforts. One of the first projects you are tasked with is taking over an existing landing page selling the GoPro Hero 4. It is performing poorly and now you get to look things over and apply your magic to optimize the page for better performance using the principles learned in Chapter 2 of the Digital Marketing Essentials Textbook, 7 Principles of Conversion Centered Design Expert Session, and the Mimic Simulation. Within the last 30 days, the landing page in its current state gets 100 unique visits a day and sells on average of .5 cameras a day. Your boss wants you to increase the average daily sales to 5 GoPro Hero 4's

a day. As you look over the landing page, pay attention to the different elements, their positioning, wording, colors, wow factors, etc.

- **Lead Generation Campaign Assignment with Wishpond.** Using what you learned in Chapter 3, create a personal training landing page offering a free one-on-one fitness consultation. What you will need;
  - **An offer to provide.** For example, what does the free one-on-one consultation include? Remember to incorporate that information on your landing page to display a compelling offer.
  - **Information to collect.** Does your friend want to collect people's phone numbers? Would it be useful for him to know their fitness goals? Once you have an idea of the information you want to collect, you can add it to your form.
  - **Information and images.** Remember, consumers like doing business with people they know. Try adding a photo and description of Marco. Also, feel free to add images and other custom content to capture the essence of his business. Once you have this information, it's time to start designing the page!

**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/1B7-68A>  
 You may pay for this program directly with Stukent or contact the WBU bookstore.

- **Exams** – there are two exams, midterm and final covering the first half of the textbook chapters and the second half of the chapters.

**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

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Week	Deliverable	Points	Percentage	Due Date
Week One	Digital Marketing Foundations and Web Design (MKTG 4322)			
	Student introductions * starts Thursday for full points	10	2.0%	6/4/2023
	Mimic pro round 1 (continuing to week 7)			6/4/2023
	Read Chapters 1 & 2 and Mimic Simulation sign up			6/4/2023

Week Two	Analytics and On-site SEO				
	Discussion round 1 (6 activities) * starts Thursday for full points	25	5.0%	6/11/2023	
	Read Chapters 3 & 4			6/11/2023	
Week Three	Off-Site SEO and Paid search				
	Read Chapters 5 & 6			6/18/2023	
	Reply-Discussion * starts Thursday for full points	25	5.0%	6/18/2023	
Week Four	Display Advertising and Email Marketing				
	Discussion round 3 (scorecard, campaign) * starts Thursday for full points	25	5.0%	6/25/2023	
	Read Chapters 7 & 8 , and first half exam	100	20.0%	6/25/2023	
Week Five	Social Media ! & 2				
	Reply-Discussion * starts Thursday for full points	25	5.0%	7/2/2023	
	Read Chapters 9 & 10, Landing page Assignment due	40	8.0%	7/2/2023	
Week Six	Online Reputation Management				
	Discussion round 6 * starts Thursday for full points	25	5.0%	7/9/2023	
	Read Chapter 11			7/9/2023	
Week Seven	Mobile Marketing, Lead Generation Assignment due	30	6.0%	7/16/2023	
	Read Chapters 12 & 13				
	Reply-Discussion * starts Thursday for full points	25	5.0%	7/16/2023	
Week Eight	Digital Marketing Strategy				
	Exam (100 points) and Mimic Completion Paper (70 points)	170	34.0%	7/23/2023	
Totals		500	100.0%		

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