**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 5322 VC01 – Digital Marketing

**Campus**

: WBUonline

**Term/Session**

**:** Summer 2025

**Instructor**

**:** Dr. Rob Weber

**Office Phone Number/Cell #**

**:** 217-240-4014

**WBU Email Address**

**:** <<danny.weber@wayland.wbu.edu>>

**Office Hours, Building, and Location**

**:** I am an adjunct professor living in Toledo, IL. Please email to set up a time to talk.

**Class Meeting Time and Location**

**:** Online

**Catalog Description**

**:**

Appraise the use of digital marketing strategies to improve organizational success. Construct daily functions of digital marketing that include the use of analytics, on and off-site SEO to improve marketing effectiveness. Additionally, evaluate ethical issues and online reputation associated with digital marketing.

**Prerequisite:**

None

**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 |  | 2023 | Stukent | 9780-99963-0204 |
| **SIMULATION** | Bundled |  |  |  |  |
| Mimic Pro |  |  |  |  |  |

*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).*

**Course Outcome Competencies**

**:**

* Appraise digital marketing practices that support an organization’s domestic and global marketing strategies.
* Evaluate digital marketing efforts using search engine optimization, social media metrics, and other lead generation methods.
* Compare web design (desktop and mobile) for digital marketing effectiveness
* Assess organizational policies regarding privacy, security, and ethics with digital marketing strategies and 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:** **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**

**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.

**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**

|  |  |  |
| --- | --- | --- |
| Assignment |   | Points |
| Discussions (3) | 44 (132) |
| Follow up posts (2 per 3 Weeks) | 8 (24) |
| Mimic Pro (6 weeks) | 10 (60) |
| Elevator Speech | 10 |
| Final video | 30 |
| Career paper | 14 |
| Digital Marketing Plan | 30 |
| Grading Scale 300 |
| A | 94-100% |
| A- | 90-93 |
| B+ | 87-89 |
| B | 84-86 |
| B- | 80-83 |
| C+ | 77-79 |
| C | 74-76 |
| C- | 70-73 |
| D+ | 67-69 |
| D | 60-66 |
| F | 59 and below |

You will be graded on active participation.

* Participate – You are expected to contribute, and we need everyone to be actively engaged in the discussions.
* Add value – teams benefit from the diverse opinions of the group – have confidence in your own ideas and insights and sell them;
* Be positive and proactive – in business, most people are smart. The biggest differentiator is attitude – successful teams need people that are upbeat, action-oriented and look for the good in other team members;
* Provide feedback – speak up if there is anything you do not like about how our team is operating. We are always open to a better idea – you have the power to change it;
* Be professional – The WBU mission states that we strive to educate students in a distinctively Christian environment for professional success, and service to God and humankind. This encompasses acts of kindness, respect, serving others, a positive attitude and commitment to our program (i.e. meeting deadlines, teamwork, and respectful communication with your team, cohort, professors, staff and our community).
* Late assignments are graded with a 11% late penalty for the first week. Assignments later than 1 week 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.

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | CHAPTER 1: Digital Marketing FoundationsCHAPTER 2: Web DesignCHAPTER 3: Analytics | Elevator Speech. 15 second video on why you entered this program and what you intend to do with this degree.Discussion question: What does digital marketing mean to you? Give 2 examples (with scholarly research) of companies who have successfully implemented a digital marketing strategy. See the discussion question in Blackboard for more requirements. | Introduce & have students sign up for Mimic Pro Simulation and watch all videos |
| 2 | **CHAPTER 4:** On-Site SEO**CHAPTER 5:** Off-Site SEO**CHAPTER 6**: Paid Search | **Follow up Discussion:** Compare and critique your classmate’s answers to the Discussion in Week 2. | Simulation Round 1 |
| 3 | **CHAPTER 6**: Paid Search | **Discussion question:**Using your results from Round 1, share with your classmates the 4 activities in Round 1.**Career Plan paper:**Use the template in the assignment to complete the paper. | Simulation Round 2 |
| 4 | **CHAPTER 7:** Display Advertising | **Follow up Discussion:** Compare and critique your classmate’s answers to the Discussion in Week 3. | Simulation Round 3 and 4 |
| 5 | **CHAPTER 8:** Email Marketing**CHAPTER 9:** Social Media I | **Discussion question:** Review and discuss your results from Round 3 on your search ad optimization | Simulation Round 5 and 6 |
| 6 | **CHAPTER 9:**Social Media I | **Follow up Discussion:** Compare and critique your classmate’s answers to the Discussion in Week 5. | Simulation Round 7 and 8 |
| 7 | **CHAPTER 10:** Social Media II**CHAPTER 11:**Online Reputation Management**CHAPTER 12:** Mobile Marketing | **Blog/Article** Assignment. Using Wordpress or another site, write a blog on any topic related to digital media 700-800 words.  | Simulation Round 9 and 10 |
| 8 | **CHAPTER 13:**Digital Marketing Strategy | **Brand Video:** YouTube video applying the digital marketing principles to a job application. | Digital Marketing Plan with final analysis/recommendations for Buhi |

**Additional Information**

1. **Discussion Boards**

This class has 3 initial discussion boards and 3 follow-up boards. You will be graded by the following:

***Discussion Tip:****One good strategy when responding to discussion questions is to cut and paste the text from the question right into the post and then answer each question.  The text serves as a roadmap for the reader and a checklist for the writer so that nothing is overlooked.*

For this and every week, your grading rubric is as follows:

Posted on time: 5 (Thursday of each week for the initial post)

Answered question 1 fully: 4 points

Answered question 2 fully:  4 points

Answered question 3 fully:  4 points

Answered question 4 fully:  4 points

Answered question 5 fully:  4 points

Answered question 6 fully:  4 points

Used APA headings:  3 points

Used a citation and reference:  4 points

Used a graphic and source: 4 points

Used proper grammar and spelling:  4 points

Two responses to your classmates:  8 points (posted by Sunday)

For responses to your classmates, compare and contrast your results. Could you have done something better now you see their comments?

1. **Mimic Pro Simulation.** For weeks 2 & 3 you will have 1 section each week of the simulation. For weeks 4 – 7 you will have 2 sections of the simulation. You are graded on your completion and performance in the sim.

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. Watch for the email and check your spam folder in case it somehow goes there.

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

Students will run the digital marketing strategy for Buhi Supply, an e-commercebag retailer. You will have products to sell as part of the sim. There are ten 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 KCC’s products. Students will also have a $5,000 weekly digital marketing advertising budget to promote the products.

It is likely that students will not do very well for the first round or two, but that is all right. Don't worry. Their experience with the simulation, combined with the lesson materials, will help prepare students for success in digital marketing.

The final project will be to create a digital marketing plan and summary of recommendations for Buhi.

1. **Elevator Speech.** In week 1 you will create a 15 second YouTube video introducing yourself and stating why you came to WBU for this degree, and what you hope to do with the degree.
2. **Career plan paper.** In week 3 you will use the career template to write about yourself, your career, goals and vision. Use the template in the assignment.
3. **Blog/Article** **Assignmen**t. In week 7 you will use Wordpress or another site and write a blog on any topic related to digital marketing. 700-800 words.
4. **Brand video.** In week 8 you will submit a 2-minute video on YouTube applying for a job with my company for whatever it is you do. You’ll take any 3 digital marketing principles we studied in this class and tell me what you’ve done with them in your previous job or make up job requirements for my company. This is your final exam.
5. **Buhi Supply Digital Marketing Plan.** You will submit a 10 – 12-page paper reviewing your digital marketing efforts on behalf of Buhi, with at least three recommendations for changes and improvements to their approach.

**Additional Information**

Late assignments are graded with a 11% late penalty for the first week. Assignments later than 1 week 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.