2015

MKTG 385-01 Digital Marketing

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MKTG 385-01 – Digital Marketing
Fall 2015

Instructor: Ryan McGuire, MBA & Michael Loban
Classroom: Smith Hall 349
Class Day/Time: Monday evenings; 6:00 – 8:30PM
Phone: 513.745.3064
E-Mail: mcguirerj@xavier.edu & loban@xavier.edu
Office Hours: 15 minutes before and after class in Smith Hall 349

Williams College of Business Mission Statement: “We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.”

Course Description:
Digital marketing is an overarching term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers. The key objective is to promote brands, build preference and increase sales through various digital marketing techniques. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio.

Digital marketing concepts and practice are evolving tremendously among several industries, especially by the leading companies among each industry utilizing the mass reach of digital tools and social media platforms, benefiting from the possibility to create individually tailored approach that can achieved at a very productive cost.

Digital marketing activities include but are not limited to: search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, e-mail direct marketing, display advertising, e–books, optical disks and games, and any other form of digital media. It also extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones.

Through readings, guest speakers, case presentations and first-hand exposure to social media technologies, this interactive course will provide a unique opportunity to understand how social media is fundamentally changing the way companies operate. More specifically, students will learn how people - as individuals or organizations - can strategically use social media tools to engage their audience in new and exciting ways.

Course Objectives:
• To educate you on digital marketing best (and worst) practices
• To inform you about the issues and opportunities facing businesses in the area of digital marketing
• To emerge from this course with a better understanding of the role of digital marketing to build and support brands
At the end of the program, students should be able to:

- Identify and analyze the impacts of current digital marketing technologies on businesses
- Understand how to develop, improve and execute an organization’s digital marketing strategy
- Be able to analyze and communicate the risks and benefits of digital marketing adoption and execution
- Cross-apply digital marketing best practices for the benefit of any organization
- Thrive in the rapidly changing world of digital marketing

Required Text:
Discussion articles by week (see list of articles by week).
*Note: lists will be updated weekly for next week’s class

Course Breakout:
25% Research Report and Presentation (groups of 3 or 4)
25% Digital Audit Report (individual)
30% Digital Media Strategy Report and Presentation (groups of 3 or 4)
20% Participation (in-class and online)
100% Total

Final grades will be based on the University plus/minus grading scale as follows...

A  93 – 100
A-  90 – 92.9%
B+  87 – 89.9%
B   83 – 86.9%
B-  80 – 82.9%
C+  77 – 79.9%
C   70 – 76.9%
D   60 – 69.9%
F   Below 60

COURSE REQUIREMENTS:
Student handbook policies will be applied.

Attendance:
Students are expected to attend all classes and are responsible for completing all course material on deadline. An attendance sheet will be distributed for each class as a record of attendance. You must e-mail us if you miss class because of illness or emergency. Moreover, rather than ask us what happened while you were away, you should also check the course’s syllabus and talk to your classmates to “see what you missed.” In-class assignments cannot be made up except by arrangement.

Unless for legitimate, pre-approved reasons, missing two classes will allow you to receive only 75% of your in-class participation grade. If you miss three classes, this drops to 50%.

Projects
All projects must be turned in by 6pm EST (i.e. the beginning of class on the date they are due). Please submit them via email (in attachment form) instead of printing.
Late work will result in a 5% grade reduction for each day (not class period) it is late. If you are absent from class on a day a project is due, you are still expected to submit it that day, by sending it via email by the beginning of class. I’ll use the timestamp on email to determine whether the project was handed in on time. Please note that you are responsible for making sure the message was sent successfully. As a general rule, better late than never.

Assignments
Each week, there will be read assignments. We’ll be discusses these articles during class.

Classroom Environment
Our goal is for this course to be interactive, fun and a good learning environment. We’re biased but we believe digital marketing is an interesting topic and certainly the focus of conversation for many individuals and organizations today. As you can tell from the grading breakdown, a good portion of your success in this class is predicated on participation. In order to do well, we expect each student to be prepared to start and add to discussions. Of course, we expect you to respect other people’s opinions. Finally, make sure to ask questions of us and guest speakers, along with sharing news with the class.

Specific uses of “computing technology” will be announced in advance with instructions. Students may use laptops or other portable devices for taking notes. However, these portable devices should not be used to engage in non-classroom activities, such as surfing the web, checking e-mail, playing games or listening to music. These activities would certainly divert your attention away from class and could distract other students as well, thus corrupting the learning environment. During class breaks, students may use portable computing devices or computers for personal use as long as they respect other class members. Material visible on the computing device should not be offensive or incendiary.

Additional Expectations:
• Each student is encouraged establish an account for LinkedIn, Twitter, Facebook, Google+/YouTube. Afterwards, a survey will be sent out as a way to capture and share the accounts.
• As Xavier students, we expect you to write/present coherently and clearly and to complete assignments on time and as directed.
• Because class periods are weekly, you should not miss more than one class a semester, unless due to extreme circumstances.
• This is a very interactive course, so you should get comfortable with engaging as much as possible – with peers, guest speakers and us.
• Digital Marketing is constantly changing and evolving, so you must stay current with the latest developments – e.g. staying on top of weekly reading assignments, posting relevant news and discussion items, interacting via your accounts, and paying attention during class.

COURSE OUTLINE

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<tr>
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| 8/31  | Email Marketing & Loyalty    | 1. [https://en.wikipedia.org/wiki/Email_marketing](https://en.wikipedia.org/wiki/Email_marketing)  
| 9/7   | Labor Day- No Class          |                                                                           |                    |
| 9/14  | Search marketing – SEO, PPC & Display | 1. [SEO vs. PPC: which is better?](https://www.seosignal.com/blog/seo-vs-ppc/)  
2. [Small business marketing.](https://www.hubspot.com/blog/marketing/)  
3. [Basics of PPC.](https://www.perfect pelvic.com/seo-basics/)  
4. [PPC Management explained.](https://www.growth.com/blog/ppc-management-explained/)  
5. [SEO Basics.](https://www.seosignal.com/basics-of-seo/)  
6. [Video – basics of display advertising.](https://www.youtube.com/watch?v=dQw4w9WgXcQ) | M        |
| 9/21  | Social Media                 | 1. [10 laws of social media marketing.](https://www.neilpatel.com/blog/social-media-marketing/)  
2. [30 brilliant social media examples.](https://www.pinterest.com/pin/3167614456/)  
3. [7 Killer examples of social media.](https://www.hubspot.com/blog/marketing/social-media-examples)  
5. [Creating a social media plan.](https://www.marketo.com/blog/social-media-plan) | M        |
2. [Video – critical thinking in web analytics.](https://www.youtube.com/watch?v=dQw4w9WgXcQ)  
3. [Building a data landscape.](https://www.slideshare.net/docsmg/social-media-examples)  
4. [Digital Marketing and Measurement Model.](https://www.pinterest.com/pin/3167614456/)  
5. [10/90 rule.](https://www.pinterest.com/pin/3167614456/)  
6. [Sustaining analytics advantage.](https://www.slideshare.net/docsmg/social-media-examples) | M & R    |
| 10/5  | Affiliate Marketing          |                                                                           |                    |
| 10/12 | Conversion optimization and testing | 1. [A/B Split Testing: How to use the right test progression to get customer discoveries and results.](https://www.optimizely.com/ab-split-testing/)  
2. [Optimizing web forms – video.](https://www.youtube.com/watch?v=dQw4w9WgXcQ)  
3. [Definitive guide to](https://www.perfect pelvic.com/seo-basics/) | M        |

Kevin Hill, P&G
**Conversion optimization** – all 8 chapters.
4. **Landing page optimization** – example.
5. **Landing Page Optimization: PPC-led campaign reduces cost-per-lead 79%**

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Assignment – Business Research and Presentation

This assignment provides an opportunity for students to demonstrate business and marketing research skills. Students will conduct business and marketing research about a specific topic, with the ultimate goal of demonstrating how this topic impacts today’s business landscape. Here is a list of topics to choose from:

1. Crowdfunding
2. Data security and privacy
3. Native advertising
4. Growth hacking
5. Right to be forgotten
6. Wearable technology
7. Digital currency
8. 3D Printing
9. Social commerce
10. Share Economy

Each group will research a topic, and will present their findings to the rest of the class.

Here is the suggested flow of the presentation:
1. Overview of the topic
2. Examples
3. 3-5 reasons this topic impacts today’s businesses and how
4. Case-studies of how organizations leverage this trend/topic
5. Lessons learned
6. What’s next and what we can expect as new changes in this area.
7. Appendix with references to demonstrate the research that was completed

The goal of the project is to help students develop the following skills:
- Communication skills—the ability to exchange information and ideas with others
• Analytical skills—the ability to derive facts from data, findings from facts and conclusions
• Critical thinking/problem-solving skills.
• Teamwork—the ability to be an effective member of a productive group.
• Priorities/time management—the ability to determine priorities and manage time commitments.
• Identification of competitive conditions within market areas.

Tips:
• Gather opinions from relevant experts, class members and me
• Narrow your research by using online sources such as enewsletters like eMarketer.
• Pick a topic/area that you don’t already master. Although it would be a way to an easy project and grade, you would simply be cheating yourself and your education.

All of the topics are to be considered primarily from a business perspective, which means your analysis should primarily cover companies and/or customers (not solely your own personal or professional use). It is your responsibility to update the class on the current thinking in each area with specific information and examples. You will become the expert in your chosen area. Please use class assignments – readings, discussions, projects – to build knowledge of your chosen topic. Note that the descriptions are purposefully vague and are meant to get you started – let us or the class know when you have questions.