

Welcome to Digital Marketing!

The Internet is a dynamic marketplace if there ever was one. This class will give you the theoretical understanding of the Internet marketplace necessary to adapt to its many changes, while also equipping you with the skills you'll need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve their use of the Internet.

Texts & Materials

This course uses a digital textbook that can be accessed at <https://home.stukent.com/>. This course will also be using an online advertising simulation called the Mimic Simulation, which will be accessed [here as well](#).

Learning Outcomes

Search Engine Optimization – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.

Search Engine Marketing – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign's conversion rates.

Online Advertising – Understand the various methods of online display advertising. Create an online display ad campaign and measure its ROAS (return on ad spend).

Web Analytics – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an eCommerce website based on the conversion funnel.

Email Marketing – Understand and implement best practices in marketing to a database of current and potential customers via email.

Social Media – Utilize knowledge of social media tactics to design an effective social media campaign.

Reputation Management – Implement online reputation management tactics to improve the online reputation of a brand.

Grading Policy

The assessment and grading system is intended to reflect student learning and performance.

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| Assignments | 20% |
| Quizzes | 10% |
| Mimic Simulation | 15% |
| Final Project | 15% |
| Midterm Exam | 15% |
| Final | 25% |

Course Schedule

| Date | Topic | Reading Due | Assignment Due |
|-----------------------|--|---|--|
| Wed Sep 06 | Introduction | | |
| M Sep 11 | Internet Marketing Foundations | Chapter 1: Digital Marketing Foundations | Register for textbook and simulation at https://home.stukent.com/join/XX X-XXX |
| W Sep 13 | Web Design (Frameworks) | Chapter 2: Web Design | Media Website Analysis |
| M Sep 18 | Web Design (WordPress Site) | | |
| W Sep 20 | Expert Session: Landing Page Optimization (Oli Gardner / Unbounce) | | |
| M Sep 25 | Web Analytics (Filters; Conversion Funnel) | Chapter 3: Web Analytics | Web Design / SEO Mini-project (Home page and landing page) |
| W Sep 27 | Web Analytics (Channel Analysis; Attribution) | | Group Requests Due |
| M Oct 02 | Expert Session: Keyword Research 101 (George Do / LongTailPro) | Chapter 4: On-Site SEO | |
| W Oct 04 | On-Site SEO (Keyword Mapping; Content Creation) | | |
| M Oct 09 | Off-Site SEO | Chapter 5: Off-Site SEO | |
| W Oct 11 | Paid Search | Chapter 6: Paid Search | |
| M Oct 16 | Paid Search | | Web Design / SEO Mini-project (Category pages and blog post) |
| W Oct 18 Wednesday | Expert Session: Paid Search Marketing (John Gagnon / Bing) | | MIMIC Simulation Round 1 at 11:59 pm |
| M Oct 23 Monday | Midterm Exam (anyone who passes the AdWords Fundamentals Exam will receive the AdWords score plus a 10% bonus) | | |
| W Oct 25 Wednesday | Display Advertising (Targeting; Ad Copy) | Chapter 7: Display Advertising | MIMIC Simulation Round 2 at 11:59 pm |
| M Oct 30 Monday | Display Advertising (Landing Page Design; Retargeting) | | |
| W Nov 01 Wednesday | Email Marketing | Chapter 8: Email Marketing | MIMIC Simulation Round 3 at 11:59 pm |
| M Nov 06 Monday | Expert Session: Email Marketing in the Digital Age (April Mullen / Selligent) | | Global Attribution Case Write-up (G) |
| W Nov 08 Wednesday | Case: Global Attribution | | MIMIC Simulation Round 4 at 11:59 pm |
| M Nov 13 Monday | Social Media I (Content) | Chapter 9: Social Media I | |
| W Nov 15 | Social Media I (Facebook Advertising) | Chapter 10: | MIMIC Simulation Round 5 at |

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|-----------------------|--|--|--------------------------------------|
| Wednesday | | Social Media II | 11:59 pm |
| M Nov 20 Monday | Expert Session: Facebook Messenger Marketing (Molly Pittman / DigitalMarketer) | | MIMIC Simulation Round 6 at 11:59 pm |
| W Nov 22 Wednesday | No Classes | | |
| M Nov 27 Monday | Social Media II (Adapting Content) | | Orabrush Case Write-up (I) |
| W Nov 29 Wednesday | Orabrush Case | | MIMIC Simulation Round 7 at 11:59 pm |
| M Dec 04 Monday | Expert Session: Social Media Planning (Adelyn Beidenbach / Florida Panthers) | | |
| W Dec 06 Wednesday | Social Media Monitoring | | MIMIC Simulation Round 8 at 11:59 pm |
| M Dec 11 Monday | Online Reputation Management | Chapter 11: Online Reputation Management | |
| W Dec 13 Wednesday | Final Exam Review | | Final Project Report |

Quizzes

Every reading assignment from the textbook has an accompanying quiz. The quiz must be completed before class begins on the day the reading assignment is due. So your first quiz must be taken before class starts on Wednesday, August 30.

Expert Sessions Lectures

You will be watching six expert lectures throughout the semester. These lectures are the days marked in gray on the schedule. We will not meet together on these days. Rather, you will listen to the lecture on stuent.com and do a one-page write-up. In this write-up, you will teach someone else everything you learned from this lecture. So this is not a simple summary or regurgitation of information. Rather, you must organize the information and explain it in a way that helps someone else learn the material. You can use bullet points, diagrams, prose, or any other format that helps teach the material effectively.

This write-up will be due the class period after the lecture.

Final Project

You will complete a group project in which you apply some of your learning to a real website. Choose one of the following activities.

- (1) Website design. Create a website or re-design an existing website using WordPress or another web design software.
- (2) Search engine optimization. Complete an SEO audit on an existing website. Perform both on-site and off-site optimization on the website. Measure the website's progress on organic rankings.
- (3) Search engine marketing. Run a Google AdWords advertising campaign with at least a \$500 budget and over the course of at least two weeks. (You will not be penalized if you do not exhaust the budget.)
- (4) Email marketing. Design and implement an email campaign. If the company has no email list, apply list capture techniques to build the email list and begin sending out emails to this list. Measure the improvement in business goals that occur as a result.
- (5) Social media. Create a social media campaign plan for your company and implement that plan. The campaign should span at least two social media platforms and you should run the campaign for at least two weeks.
- (6) Facebook advertising. Run a Facebook advertising campaign with a budget of at least \$500.

You will present your project to the class on Monday, December 7. You will also turn in a written report on your project on that day.

Exams

There will be two exams, a midterm and a final. Exams will cover material from the textbook, material covered in class, and material from the expert lectures. Exams are short answer, not multiple choice.