**[DEPARTMENT NAME]**

**[COLLEGE NAME]**

**TEXTBOOK/COURSEWARE PROPOSAL**

**Name:**

**Position:**

**Email:**

**Address:**

**Phone number:**

**Courseware proposal for:**

MKT 320: Digital Marketing

**Summary**

This is a courseware proposal for MKT 320. Courseware for MKT 320 should accomplish the following objectives:

* Provide easily accessed material
* Ensure up-to-date digital marketing content
* Cover the main digital marketing channels
* Reduce student costs
* Enhance training for in demand digital marketing tools
* Teach evergreen digital marketing strategic frameworks
* **[ADD OTHER IMPORTANT OBJECTIVES]**

Both the existing and proposed courseware satisfy the objectives of providing easily accessed material and overviews of the main digital marketing channels. This proposal aims to accomplish four incremental objectives: reduce student costs, ensure content is up-to-date, enhance training for in demand digital marketing tools, and teach evergreen digital marketing strategic frameworks. These four objectives are accomplished by changing the courseware for MKT 320 from ‘**[INSERT CURRENT TEXTBOOK]**’ to ‘Digital Marketing Analytics: Strategic Decision-Making’. This proposed courseware is actively used at DePaul University, Ball State University, Midland University, Wichita State, Columbus State, and University of Wisconsin.

To put students first, **[COLLEGE NAME]**  encourages and supports the use of lower cost course materials. In part, this proposal is being made in the interest of reducing the cost and increasing ease of access for course materials. If the new courseware is adopted, cost per student will be reduced at a minimum by $40 and at a maximum by $86.50.

Employers seek candidates that have experience with in demand digital marketing tools. For example, on March 22nd, 2021 there were 11,915 US job postings on Indeed.com that explicitly mentioned Google Analytics as a required skill. Unfortunately, delivering these hands-on student experiences is often difficult for both the students and instructor. ‘Digital Marketing Analytics: Strategic Decision-Making’ includes student resources that enable hands-on experiences in 16 digital marketing tools including (Google Analytics, Google Analytics 4, Data Studio, Tag Manager, SEMrush, Mailchimp, Google Trends, Facebook Analytics, and Social Searcher). ‘**[INSERT CURRENT TEXTBOOK]**’ does not provide these experiences.

Digital marketing is a rapidly evolving field. Therefore, it is important to not only equip students with hard skills in digital marketing tools but also theoretical approaches and frameworks that can be applied to current and future digital marketing channels. ‘Digital Marketing Analytics: Strategic Decision-Making’ uses 5 evergreen, industry frameworks to enhance learning and provide structure for digital marketing theory and strategy. Students can use these frameworks year after year in the evolving world of digital marketing. ‘**[INSERT CURRENT TEXTBOOK]**’ does not provide any overarching theoretical frameworks.

**Courseware alignment with objectives**

|  |  |  |
| --- | --- | --- |
| **Objective** | **Current ‘[INSERT CURRENT TEXTBOOK]’** | **Proposed ‘Digital Marketing Analytics: Strategic Decision-Making’** |
| Easily Accessed | [ ] | 100% Online |
| Up-To-Date Content | [ ] | Updated Annually |
| Main Digital Marketing Channels Covered | [ ] | Yes |
| Student Cost | [ ] | $79.99 |
| # of Digital Marketing Tool Tutorials and Assignments | [ ] | 20 |
| # of Digital Marketing Frameworks | [ ] | 5 |

**Proposed courseware**

Digital Marketing Analytics: Strategic Decision-Making  
Publisher: Stukent, Inc.  
Author: Nathan David  
ISBN: 9781734688849  
Direct From Stukent Price: $79.99  
<https://www.stukent.com/higher-ed/digital-marketing-analytics-textbook/>

Digital marketing analytics is foundational to digital marketing because it is the language used to optimize and connect results across all digital marketing tactics (search, social media, email, display, video, etc.). An effective digital marketing strategist is a vital translator for a business. You can be a digital marketing strategist and establish yourself as an indispensable employee. Becoming a strategist requires the cultivation of both technical and soft skills. These skills are taught through this courseware.

Chapter 1: Why Digital Marketing Analytics?  
Chapter 2: Digital Consumer  
Chapter 3: Digital Company  
Chapter 4: Measurement Model  
Chapter 5: Data-Driven Decisions  
Chapter 6: Analyze  
Chapter 7: Optimize  
Chapter 8: Websites  
Chapter 9: Organic Search  
Chapter 10: Social Media  
Chapter 11: Mobile Apps  
Chapter 12: Email  
Chapter 13: Paid Media  
Chapter 14: Earned Media  
Chapter 15: Competitive Research

**Current courseware**

[INSERT CURRENT TEXTBOOK INFORMATION]

**Supplemental materials**

The following materials have been provided to complement this proposal.

Proposed MKT 320 Syllabus (syllabus templates available in Stukent resources)  
Proposed MKT 320 Course Schedule (calendar templates available in Stukent resources)  
Current MKT 320 Syllabus  
Current MKT 320 Course Schedule