

**Marketing**  
**Course Number: 22:630:681**  
**Course Title: Digital Marketing Strategy (EMBA)**

## **COURSE DESCRIPTION**

To meet the needs of today's socially connected, mobile-enabled customers, ALL marketers must be digital marketers. This course provides an overview of digital marketing, and the ways in which organizations adapt their strategies to manage customer relationships in our increasingly digital world. Students will learn the strategic aspects of the digital marketing ecosystem, digital content monetization, and online customer acquisition. They will also explore a range of digital marketing tools and tactics including search engines, social media, digital advertising, and more. The course uses a real-world approach, through case study discussions and completion of a client digital marketing project.

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## **COURSE MATERIALS**

- Required Course Material:

o **Textbook:** Stokes, Rob. eMarketing: The Essential Guide to Marketing in a Digital World. 6th ed, 2018. Go to <https://www.redandyellow.co.za/textbook/> to download a free PDF of the textbook (See "eBook: Free pdf of the textbook" instructions about halfway down the page).

o **Case Studies:** We will discuss the following case studies in this course, from Harvard Business School Publishing:

- "Alphabet's Google," #MH0055-PDF-ENG
- "Facebook, Inc." #MH0062-PDF-ENG
- "Maersk Line: B2B Social Media - "It's Communication, Not Marketing"" #B5779-PDF-ENG

- Check Canvas and your official Rutgers email account regularly.

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## **LEARNING GOALS AND OBJECTIVES**

- Students who complete this course will demonstrate the following:

- o Identify key roles and players in the digital media ecosystem.
- o Critically evaluate a company's business needs and develop digital marketing recommendations that fulfill those needs.
- o Effectively communicate their grasp of digital marketing concepts.
- o Recognize and utilize popular digital marketing tools for businesses.

o Analyze and evaluate the development and execution of digital campaigns.

- Students develop these skills and knowledge through the following course activities and assignments: o Attending and engaging with professor lectures during each class session.

o Participating in live class discussions, exercises, case studies, and other activities.

o Preparing and submitting 1-2 page written research briefings, related to class topics.

o Developing and delivering a digital marketing recommendation proposal and presentation.

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## **COURSE DELIVERY MODE**

This is a fully online, synchronous course taught on the Canvas learning management system and Zoom.

To access the course, please visit <https://canvas.rutgers.edu/>.

For more information about course access or support, contact the Online Learning Help Desk via email at [help@canvas.rutgers.edu](mailto:help@canvas.rutgers.edu) or call 848-932-4702.

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## **ACADEMIC INTEGRITY**

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

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## **ATTENDANCE AND PARTICIPATION POLICY**

- It is expected that you will attend all live class sessions.

- Please complete all background reading and written assignments prior to each class session, so that you will be ready to participate in class exercises and case study discussions.

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## **CLASSROOM CONDUCT**

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful. I try to foster an interactive environment, where we can all learn from each other.

- Please adhere to professional behavior in class. Refrain from chatting, texting, answering phones, etc., which can be disruptive and discourteous.

- Important announcements will be made in class and posted as a Canvas course announcement.

- Use Evidence: When we have academic discussions, please back up your opinions with fact. To cite facts from the textbook or other course materials in our written submissions, list at least the title and page numbers. For online sources, include a link.
- I will generally reply to e-mails within 24 hours on weekdays. Please include the Course Name in the subject line of your email for the fastest reply.

## GRADING POLICY

Final course grades are calculated out of 100%, broken down as follows:

Briefing Assignments (3): 36%

Group Project & Presentation: 54%

Participation: 10%

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100%

**Briefing Assignments:** Completed independently. Use primary and secondary sources to write 1-2 page “briefings” about your assigned publisher throughout the semester, as indicated on the course schedule.

**Team Project & Presentation:** Teams will receive a digital marketing Request for Proposal (RFP) for a client and work together with their assigned publisher groups to develop a digital marketing recommendation presentation that meets the specifications of the client.

**Participation:** Attend class, participate in case study discussions and in-class exercises, and contribute to your team projects.

The final course grade will be as follows.	
A	93.0% +
A-	90.0 - < 93.0
B+	87.0 - < 90.0
B	83.0 - < 87.0
B-	80.0 - < 83.0
C+	77.0 - < 80.0
C	73.0 - < 77.0
C-	70.0 - < 73.0
D	60.0 - < 70.0
F	< 60.0%

Note that your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me (along with supporting documentation) within one week of receiving your final grade. If I have made an error, I will gladly correct it.

## COURSE SCHEDULE

Module	TOPIC	ASSIGNMENTS
1	<p><b>Setting the Stage: Marketing in a Digital World</b></p> <ul style="list-style-type: none"> <li>- New Models for Customer Decision Making</li> <li>- The New Marketing Mix</li> </ul> <p><b>Digital Marketing Ecosystem</b></p> <ul style="list-style-type: none"> <li>- Google &amp; Facebook case studies</li> </ul>	<p><b>Read Before Class:</b></p> <ul style="list-style-type: none"> <li>- “Alphabet’s Google,” #MH0055-PDF-ENG</li> <li>- “Facebook, Inc.” #MH0062-PDF-ENG</li> </ul> <p><b>Class Activity:</b></p> <ul style="list-style-type: none"> <li>- <i>Case study discussion</i></li> <li>- <i>Digital publisher selection</i></li> </ul>
2	<p><b>Search Engine Marketing</b></p> <ul style="list-style-type: none"> <li>- Keyword Strategy</li> <li>- Search Engine Optimization (“SEO”)</li> <li>- Paid Search Advertising (“SEM”)</li> </ul>	<p><b>Related Reading:</b></p> <ul style="list-style-type: none"> <li>- Stokes, Chap 8 (“Search Engine Optimization”)</li> <li>- Stokes, Chap 11 (“Search Advertising”)</li> </ul> <p><b>Assignment Due Before Class:</b></p> <ul style="list-style-type: none"> <li>- Briefing #1: Publisher Overview</li> </ul> <p><b>Class Activity:</b></p> <ul style="list-style-type: none"> <li>- <i>Keyword strategy exercise</i></li> </ul>
3	<p><b>Social Media Marketing</b></p> <ul style="list-style-type: none"> <li>- Maersk Line case study</li> <li>- Social Media Advertising</li> </ul>	<p><b>Read Before Class:</b></p> <ul style="list-style-type: none"> <li>- “Maersk Line: B2B Social Media - It’s Communication, Not Marketing” #B5779-PDF-ENG</li> </ul> <p><b>Related Reading:</b></p> <ul style="list-style-type: none"> <li>- Stokes, Chap 16 (“Social Media Platforms”)</li> <li>- Stokes, Chap 17 (“Social Media Strategy”)</li> </ul> <p><b>Assignment Due Before Class:</b></p> <ul style="list-style-type: none"> <li>- Briefing #2: Social Media Marketing</li> </ul> <p><b>Class Activity:</b></p> <ul style="list-style-type: none"> <li>- <i>Case study discussion</i></li> </ul>
4	<p><b>Bringing it All Together: Customer Journey Management in a Digital World</b></p>	<p><b>Related Reading:</b></p> <ul style="list-style-type: none"> <li>- Stokes, pp8-9 (“Understanding Customers”)</li> <li>- Stokes, pp35-36 (“Customer Experience Mapping”)</li> <li>- Stokes, pp240-243 (“Multi-Channel Commerce to Total Retail”)</li> </ul> <p><b>Assignment Due Before Class:</b></p> <ul style="list-style-type: none"> <li>- Briefing #3: Ecommerce &amp; Omnichannel</li> </ul>

5	<b>Final Project Presentations</b>	<b>Assignment Due Before Class:</b> <ul style="list-style-type: none"> <li>- Final Project: Digital Marketing proposal on behalf of your digital publisher</li> </ul> <b>Class Activity:</b> <ul style="list-style-type: none"> <li>- <i>Present your team project</i></li> <li>- <i>Review and rate other team project presentations</i></li> <li>- <i>Submit individual team member reviews by</i></li> </ul>
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## SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]