

Marketing
Course Number: 33:630:497
Course Title: Digital Marketing

COURSE DESCRIPTION & COURSE OBJECTIVES

This course will explore the exciting and ever-changing world of online marketing. Students will not only learn the fundamental concepts and tools of the digital experience, but also apply these new skills to business problems. Subjects will include: Content Marketing, websites, e-Commerce, Search Engine Marketing, Social Media Marketing, Mobile Media and important elements of digital marketing.

Course Objectives

- To introduce students to the growing world of digital marketing.
- To gain practical knowledge of the digital media landscape, platforms, tools, and technologies.
- To understand how to apply that knowledge to real-world business opportunities.

After completing the course, students will be able to:

- Understand the digital marketing industry and the how all the major players work together.
- Recognize and utilize a variety of digital tools and applications.
- Analyze and evaluate the development and execution of digital campaigns.
- Develop and present a digital marketing plan.

COURSE MATERIALS

Required Textbooks:

The New Marketing: How to Win in the Digital Age.
Burgess & Burgess | SAGE Publishing. 2020.

ISBN 978-1-5264-9011-7 (hardcover)

ISBN 978-1-5264-9010-0 (pbk)
ISBN 978-1-5297-3830-8 (ePub)

To Order the Paperback Version of *The New Marketing*:

Get an exclusive 20% special discount using this code:

**Go to the Sage website-- make sure you use this discount code in the ordering process--
this code also gives you free shipping if you live in the USA.**

Please note: To Order the ebook (electronic book), go to the Sage website:

<https://us.sagepub.com/en-us/nam/the-new-marketing/book265613>

See “Electronic Order Options” and scroll down to select vendor options including Amazon Kindle.

Masters Series of Videos

As a bonus resource to *The New Marketing* textbook, the authors have produced a special Masters Series that includes 31 videos (2 – 3 per chapter) designed to better prepare students for navigating in a challenging environment and to hone marketing skills in an increasingly disrupted and digital world. I will add the videos to Canvas.

eMarketing: The Essential Guide to Marketing in a Digital World

Edition Six. | Author: Rob Stokes and the creative minds of Red & Yellow.
Available as a free PDF or for purchase on Amazon (Kindle version).
<https://www.redandyellow.co.za/textbook/>

NOTE: This web page will take you to the free PDF version or a Kindle version for purchase. Just scroll down the page to find the links to complete a form. This book is free.

X: The Experience When Business Meets Design

Author: Brian Solis | Publisher:
Wiley ISBN: 978 1 118 45654 5

Today, in a Connected World, Brands Must Be Always-On

“The ways people interact with brands will expand exponentially through digital channels. It is time to think about a brand’s ecosystem – the brand’s multiple touch points and how they interact with each other, from a digital out-of-home experience to a tablet, from mobile to the store.” *Source: Razorfish*

CLASS FORMAT

- Lectures, presentations, TED and other videos
 - In-class exercises (team activities), case analyses
 - Exams/quizzes
 - Student presentations of selected assignments
 - The New Marketing: Masters Series of 31 videos & PPTs
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COURSE REQUIREMENTS

Assignment	Dates	Points
Digital Journal -- throughout the semester [individual assignment] 4 Cases from eMarketing textbook	Due:-- upload toCanvas	14
Attendance & Participation (individual)	Throughout the course	5
In-Class Team Activities + Team read-outs 3 Activities @ 4 points	Act #1: Act #2: Act #3:	12
Google Digital Garage (individual assignment)	Due:	10
Marketing Headlines - Teams (must be based on digital marketing related topics). 2 @ 4 points	#1: #2:	8
X: Experience - Selected chapters for Team analysis & discussion in class – 5 points	Due:	3
Quizzes – based on The New Marketing text, PPTs and videos 4 @ 6 points to be held in offline weeks	#1: #2: #3: #4:	24
Semester Project (Teams). To be completed in three steps: Step 1: Written report Step 2: PowerPoint Presentation (full) Step 3: 5 slide presentation	Due Dates: Step 1: due Step 2: due Step 3: due final exam period	10 10 4
Total Points		100

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 for more details.

ASSIGNMENT DETAILS

Final Project (Team Assignment)

-This is a two Phase Digital Marketing Audit and ConsultantRecommendations

Students will conduct an audit of an existing company’s digital marketing strategy.

Students will develop criteria for the audit that is appropriate to the sector and industry then apply those criteria to assess the digital marketing capabilities of the company. **The team should follow this company throughout the semester; sign- up for e-newsletters, etc.** Observations lead to recommendations. The team’s job is to know this company. There are many secondary information sources available on the Web including the firm’s website.

Here is an outline to assess the digital strategy employed by the company you choose to analyze:

Analysis Phase I

- Situation Analysis (includes a description of the company’s business and your analysis of the company’s current digital marketing activities)
- Identify marketing objectives (what do they hope to accomplish using digital marketing)
- Gather insights into the target audience (use of digital platforms, social media channels, key segments, etc.)
- Identify and analyze the key digital marketing platforms they are using
- Integrated marketing communications -- identify and cite examples of good or poor integration for digital and social integration
- What is the Content marketing strategy to fuel digital and social channels?
- What content is shared with their target audience? Is their website effective?
- Identify the unique customer experience present in this company’s digital and social channels

- Metrics (how do you think they measure success) of your digital marketing plan?

Approach / Checklist

The team should establish a checklist for the audit that covers the visible elements of the brand's digital marketing strategy. What channels are used, e.g., display ads, e-commerce, mobile, search, blogs, Facebook, Twitter, YouTube channels, etc. Visible engagement metrics may include: # of tweets/retweets, visitors, are social share buttons present/visible, number of followers, likes, presence of a YouTube channel, are they gathering feedback from followers, etc.

Recommendations: Phase II

Now that the team has observed, audited and analyzed the company's digital and social marketing strategy and approach, phase two is to provide recommendations for how this brand can best meet or exceed its marketing objectives. Provide some new digital marketing ideas. How might social media channels be best used; are there opportunities to better integrate communications, etc. What metrics would you recommend? **The team's recommendations should address the gaps you identify in your audit. Remember: think like marketing consultants.** Note: the inclusion of videos, creation of animated videos, etc., as part of the project is encouraged.

Project Deliverables:

- 1) **Written report.** Approximate length 18 pages, double-spaced.
- 2) **PowerPoint Presentation.** This is a full PPT presentation approximately 20 slides developed from the written report. All team members must participate in the development of this presentation.
- 3) **Five slide summary PPT presentation.** Since the amount of time is limited to present the full PPT presentation, in our final class, teams will present a 5-slide summary version drawn from the full PPT presentation.

Class Participation and Attendance - Individual

This course moves at a fast pace and much of the learning will take place during in-class exercises and discussion. Students are expected to attend all classes, complete all assigned readings prior to class and be prepared to participate. Attendance will be taken each week and participation will be evaluated at each class session. To succeed, minimally, you need to show up. **Note: if you fail to sign the attendance sheet, you will not earn credit for participation in any assignments presented in class.**

Therefore, attendance is important. Your semester participation grade includes:

- Attendance
- In-class participation
- Quality of overall participation
- Peer evaluation [at end of semester]

Note that your total participation score starts at zero and can build throughout the semester.

Digital Journal [throughout the semester] -- individual assignment

Students will be assigned specific cases from the **eMarketing textbook** to analyze during the semester and submit at the end of the semester. Students will read the assigned case then answer the **questions at the end of the case AND answer the chapter questions**. Each case write-up should be two pages [minimum], double-spaced. Assignments will be graded for completeness, analysis, effort and uploaded by the due date. The four assigned cases during the semester located at the end of chapters: 3, 10, 12, and 13. ALL FOUR chapters are due at the end of the course. Work on this assignment during the semester.

In-Class Activities | Team Assignment

The instructor will schedule four in-class activities during the semester that consist of providing a current case or marketing situation as background. The teams will respond to the case questions within a specified amount of time and provide a read-out to the class.

Cases to be provided on the night of class. This exercise is performed in real-time. **If you miss class, you cannot earn the points.**

Google Digital Garage | Individual Assignment

Since understanding digital marketing is such a hot topic for marketers today, I looked for a credible program for this course. Something that has residual value and is not just another assignment. The requirement is for you to complete a course in “Fundamentals of Digital Marketing” as part of **Google Digital Garage**. Completing this course also includes a certificate you can complete and share on LinkedIn. This is helpful in building your personal brand and shows employers that you have a clear understanding of the core concepts of digital marketing. The course is free. In this course, there are 26 modules with estimated completion time of 40 hours, which you can do at your own pace over the 15-week semester. For example, Module 1 includes four lessons and brief quizzes to check your learning progress. Then you move on to the next module, and so on.

The Fundamentals of Digital Marketing course created by Google, is accredited by the Interactive Advertising Bureau Europe and The Open University. There are 26 modules, all created by Google trainers, packed full of practical exercises and real-world examples to help you turn knowledge into action.

How it Works

1. Complete all 26 modules
2. Take the final exam

3. Share your certificate (download and showcase your new qualification on LinkedIn and your resume/CV).

To start, go to <https://learndigital.withgoogle.com/digitalgarage>

Scroll down on the page and click on the “Digital Marketing” button – then you can register to start the course, using either your Google credentials or enroll with an email address.

Proof of Completion

When you have completed the course, you will need to upload a screenshot of your certificate as proof of completion.

X: The Experience when Business Meets Design Textbook Selected Chapter Analysis **– Team assignment**

Teams will be assigned specific chapters from *X: Experience* for analysis and a short in-class presentation. More information to be provided.

Chapter Quizzes | Individual Assignment

During the semester, several quizzes will be conducted on the Canvas LMS based on reading *The New Marketing* (the videos and PPTs will be helpful as study guides for the quizzes). The quizzes will be scheduled on Monday nights during offline weeks.

Marketing Headlines

| Read-Outs on Technology Topics – Team Assignment

On the dates assigned in the Course Schedule, teams will **summarize** a current article on consumer marketing strategy, highlight **key learning** and discuss **implications** for marketers. Teams should be prepared to present a 15-minute PowerPoint read-out to the class and the audience should be prepared to ask questions. Topics may include new product introductions, trends in changing consumer behavior, Millennials, new media habits, changing consumer needs, shopping, etc.

Teams create 6 - 7 slides (graphics are encouraged). Hand a copy of the article to the Instructor on the evening of the presentation.

1. Summarize - what does the article tell you?
2. Highlight Key Learnings – what did you learn?
3. Implications for digital marketers – what does this mean for marketers?

Special Exception

As with all graded assignments, a special exception can be made with the instructor for unusual circumstances, such as a family illness. It will be the obligation of the student to inform the instructor of the special circumstance.

Once an exception is approved, the student must work with the instructor to complete the assignment(s). There is NO extra credit available in this class.

Disclaimer

Please note that this syllabus is subject to change by the instructor and may be updated periodically.

PLEASE NOTE: Please adhere to professional behavior in class. Cell phones should be absolutely shut off during class. For example, if you have an iPhone, press Settings and touch Do Not Disturb to mute your device while in class. Please refrain from texting, chatting, checking Facebook or other distractions while in class. Wait for the break.

GRADING POLICY

The following grading scale will be used in the course. I do not round-up.

A	90 and above
B+	87.00 to 89.99
B	80.0 – 86.99
C+	77.0 – 79.99
C	70.0 – 76.99
D	60.0 – 69.99
F	59.99 and below

COURSE SCHEDULE

All assigned readings are to be completed prior to class. The Instructor may include additional materials that will be posted to Canvas. It is important that you stay on top of Canvas announcements by checking on a regular basis.

The course plan below is subject to change at the instructor's discretion.

Date	Weekly Content Plan	Assignments
Week 1	Welcome & Introductions Review Syllabus & Course Requirements Introduction to Marketing's Changing Environment (presentation & discussion) Brian Solis intro on X: Experience Form Teams	Form teams for group assignments
Week 2	Lecture: The New Marketing Chapter 3 (watch videos before class) In-Class Activity #1 of 3 Teams present assigned exercise in class – 15-minute read-out	Lecture: The New Marketing Chapter 3 (watch videos beforeclass) In-Class Activity #1 of 2
Week 3	Read Chapter 3 in the eMarketing textbook Quiz #1 of 4 on Chapter 3 Make progress on Google Digital Garage assignment	Read Chapter 3 eMarketing textbook Google Digital Garage certificate – make progress Quiz #1 of 4 on Chapter 3
Week 4	Lecture: The New Marketing Chapter 4 (watch videos before class) Marketing Headlines #1 of 2	Lecture: The New Marketing Chapter 4 (watch videos before class) Marketing Headlines #1 of 2
Week 5	Read Chapter 10 in the eMarketing textbook Make progress on Google Digital Garage assignment	Read Chapter 10 eMarketing textbook Google Digital Garage Work on Digital Journal assignment Quiz #2 of 4 on Chapter 4

Week 6	<p>Lecture: The New Marketing Chapter 6 (watch videos before class)</p> <p>In-Class Activity #2 of 3 Teams present assigned exercise in class – 15 minutes</p> <p>Brian Solis Customer Experience (CX) video</p>	<p>Lecture: The New Marketing Chapter 6 (watch videos before class)</p> <p>In-Class Activity #2 of 3</p> <p>Assign X: Experience chapters to Teams for presentation</p>
Week 7	<p>Read Chapter 12 & 13 in the eMarketing textbook</p> <p>Make progress on Google Digital Garage assignment</p> <p>Quiz #3 of 4 on Chapter 6</p>	<p>Read Chapters 12 & 13: eMarketing textbook</p> <p>Quiz #3 of 4 on Chapter 6</p> <p>Work on Digital Journal assignment</p>
Week 8	<p>Lecture: The New Marketing Chapter 7 (watch videos before class)</p> <p>Team Presentations of X: Experience chapters</p> <p>Acura Case: Branding & Innovation</p>	<p>Lecture: The New Marketing Chapter 7 (watch videos before class)</p> <p>Team Presentations of X: Experience chapters</p>
Week 9	<p>Make progress on Google Digital Garage Certificate</p> <p>Make progress on Google Digital Garage assignment</p>	<p>Read Chapter 13: eMarketing textbook</p> <p>Quiz #4 of 4 on Chapter 7</p> <p>Work on Digital Journal assignment</p>
Week 10	<p>Marketing Headlines #2 of 2</p>	<p>Marketing Headlines #2</p>
	<p>Social Employees (New marketing channel)</p>	

Week 11	Complete the Digital Journal project to submit this week Make progress on Google Digital Garage assignment	Due: Digital Journal – Chapters from the eMarketing textbook include chapters: 3, 10, 12, 13
Week 12	No Class	No Class
Week 13	In-Class Activity #3 of 3 Teams present assigned exercise in class – 15-minute read-out Final Project due this week.	Final Project: written report and full PowerPoint presentations due. Two students from each team to upload these two files. Due: _____ In-Class Activity #3 of 3
Week 14	Teams sync-up on final presentations Finalize Google Digital Garage assignment	Google Digital Garage certificate assignment is due
Final Exam Period TBD	Final Digital Marketing Project Team - PPT Presentations	

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.

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

[Rutgers University-Newark ODS phone (973)353-5375 or email 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]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email 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]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email 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 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at 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]

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]

[Rutgers–New Brunswick: 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.]