

MKTG 476: #WWUDIGIMARK Winter 2023

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College of Business & Economics

Section Times: M/W 4:00 - 5:50 PM Arntzen Hall 018

Office Hours: M/W 1:45 - 3:45 PM Parks Hall 019A; and by appointment via ZOOM

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Description:

According to David Bell, Professor of Marketing at the Wharton School at the University of Pennsylvania, “the effect of the internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine.” Digital Marketing addresses the various ways that today’s online opportunities impact marketing decisions. Topics will include: analytics, inbound marketing, A/B testing, content marketing, UI/UX, Search Engine Optimization (SEO), Pay-Per-Click (PPC) promotion, organic and paid social media, VR/AR and others. Both strategies and implementation will be discussed.

Objective:

The main goal of the course is to help participants understand digital marketing methods, from a variety of perspectives – client, agency, consumer, producer, promoter, distributor, and entrepreneur. An additional goal is to provide all students with a comprehensive portfolio of skills and understanding that will distinguish them on the job market.

Specific Learning Outcomes:

Taking MKTG 476 should improve your familiarity with the following subject areas:

- **Search Engine Optimization** – You will be able to understand how search engines work and how this knowledge could be used to improve a website’s organic search ranking. You should also understand how to improve conversion rates of individual marketing campaigns. **Students will be given the opportunity to study for the SEO Fundamental Exam created by HubSpot**
- **Analytics** – You will be able to understand how the information available to marketers allows for more fruitful segmentation and positioning development. You will also learn how the Internet has enhanced traditional marketing research techniques. **Students will be given the opportunity to study for the Google Analytics Individual Qualification (IQ) test.**
- **P/E/O/F and Social Media** – You will learn all the different parts of a good digital media plan and how it employs Paid, Earned, Owned and Found media. You will also learn the ethnography and anthropology of today’s leading social media channels, invaluable knowledge for the development of a digital media plan. **Students will be given the**

opportunity to study for both the HootSuite, and Google Ads certification examinations.

- **Coding** – It is important that everyone who works in marketing, particularly those that are starting their careers be familiar with: (1) how computers work and (2) how to get them to do things. Wade Foster, co-founder of “Zapier” recently wrote, “A marketer who can get their hands dirty will be much more effective than one that always has to lean on a developer.”

Grading:

The only way to earn a grade of A in this course will be to be prepared for discussion every single day. There will be a great deal of discussion in the class, and you will be graded after each class with a score of, “2”, “1” or “0”. A grade of “2” will be earned by a student who is fully engaged throughout that day’s session. A grade of “1” will be earned by a student who satisfactorily offers insight and opinion “a few” times in class. A student will earn a grade of “0” who either: (1) does NOT satisfactorily offer insight and opinion multiple times in class, or (2) does not attend class. The participation grade will be the total score of grades divided by the total number of days of class. For example in the past students have earned grades of 26% for participation, greatly hindering their ability to pass the course. If speaking in class is difficult for you, alternatives for participation are available if you speak with me. Participation will be 1/3 of your grade.

In my recent conversations with various Digital Marketing professionals, one of the questions I asked a lot was “What do my students need to know in order for you to want to hire them?” Of the many responses I received one of the most basic was, “If they are going to be working in Digital Marketing, they need to have an active social media presence.” By active, I mean:

- A LinkedIn account
- A Twitter account
- A personal blog

In 2023 to be hireable, you must be searchable. Having a blog on LinkedIn will allow prospective employers to check out your writing, which you must be able to do effectively. You will be expected to write your thoughts about the topics covered in class each day. Postings will be reviewed during and after every class and the quality of your blog will be graded. Each blog will be graded on a 0-5 scale.

0 = You didn’t publish your blog before the start of class.

1 = You wrote something, not particularly relevant to the day’s topic, inadequately.

2 = You wrote something, not particularly relevant to the day’s topic.

3 = You wrote something relevant to the day’s topic, inadequately.

4 = You wrote something relevant to the day’s topic, but in a boring, rote way and didn’t add any additional materials.

5 = You wrote something relevant to the day's topic in a thoughtful and engaging manner, AND you linked to **additional, non-assigned articles and posts** to back up your arguments. (Also, GIFs – but not from “The Office”, or “SpongeBob SquarePants”).

You will notice that the readings I assign you are pretty much descriptions of digital marketing tools. If you want to earn a 5 for a blog post, you must show your understanding of the articles assigned as well as write about companies or organizations that are currently in the news for using these tools effectively. Please tag your LinkedIn blog with the hashtag **#wwudigimark**, and **other relevant hashtags**. **This will increase your visibility**. Your blogging activity will be worth 1/3 of your grade.

The last 1/3 of the grade will be derived from your grade on the various certifications (HootSuite, HubSpot, Google Analytics and Google Ads.)

Letter Grades will be assigned according to the following grade scale

Percentage	Grade	Explanation of grade
93.35 - 100	A	Exceptional work (100 = perfect) – got the point, linked concepts
90 – 93.34	A-	Exceptionally good work but missing a minor issue or link
86.65 - 89.99	B+	Very good work but missing more than one minor issue
83.35 – 86.64	B	Very good work but missing several minor issues
80 – 83.34	B-	Very good work but missing a major issue or several minor ones
76.35 - 79.99	C+	Good work but missing several major issues
73.35 – 76.64	C	Good work – adequate
70 – 73.34	C-	Ok but needs a lot of help
66.65 – 69.99	D+	Clearly below expectations
63.35 – 66.64	D	
59 – 63.34	D-	
< 59	F	

Course Schedule:

Date	Topic
January 4, 2023	Introduction
January 9, 2023	Analytics
January 11, 2023	<u>Midterm 1 - GAIQ Exam (Take Home)</u>
January 16, 2023	MLK Day (No Class)
January 18, 2023	A/B Testing and Conversion Rate Optimization
January 23, 2023	Inbound and Content Marketing
January 25, 2023	Search Engine Optimization
January 30, 2023	Paid Search (PPC)
February 1, 2023	<u>Midterm 2 - SEO HubSpot Academy (Take Home)</u>
February 6, 2023	Ad-Tech
February 8, 2023	Social Media (Paid)
February 13, 2023	Social Media (Organic)
February 15, 2023	<u>Midterm 3 - HootSuite Certification (Take Home)</u>
February 20, 2023	President's Day (No Class)
February 22, 2023	Email Marketing and Landing Pages
February 27, 2023	Coding
March 1, 2023	The future ... (AI, ChatGPT, Blockchain, ...?)
March 6, 2023	Digital Activism
March 8, 2023	Wrap-Up
Thursday - March 16, 2023	Google Ads Certification Exam Due 3:00 PM PT

This is a tentative schedule of the topics that we will cover in class. As the topic of Digital Marketing is constantly changing, there may be changes to this schedule over the course of the quarter. Readings will be posted on the course Canvas page by Friday at noon for you to review.

Tribal Lands Acknowledgement

I would like to acknowledge that we gather on the ancestral homelands of the Coast Salish Peoples, who have lived in the Salish Sea basin, throughout the San Juan Islands and the North Cascades watershed, from time immemorial. Please join me in expressing our deepest respect and gratitude for our Indigenous neighbors, the Lummi Nation and Nooksack Tribe, for their enduring care and protection of our shared lands and waterways.

Equity, Inclusion, and Diversity

It is my intent for this course to be an inclusive learning environment in which the diversity of perspectives, identities, thoughts and experiences are recognized, respected and viewed as a strength. Together with each of you, I strive to support and honor all students' identities (including race, ethnicity and national origins, gender and gender identities, socioeconomic class, sexuality, age, religion, ability, lived experience, etc.). I will make every effort to ensure our

classroom is a space where all are treated with respect. Please connect with me personally if there is anything that you are feeling or observing in the course that is negatively affecting this atmosphere or if you have thoughts about improvements.

In conclusion:

Thank you for taking the class. Please do not hesitate to speak with me if there is anything I can do to help you learn. Welcome to the #wwudigimark family.

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