

**Marketing**  
**Course Number: 22:630:615**  
**Course Title: Digital Marketing**

## **COURSE DESCRIPTION**

This course provides an introduction to Digital Marketing, and to the ways marketers have adapted their strategies in this increasingly digital world. The course will familiarize students with the strategic aspects of digital customer experience, usability, analytics, digital content monetization, and online customer acquisition. Students will explore a range of digital marketing tools and tactics including: content marketing, display advertising, digital video, search engines, social media, mobile, gaming, and more. A practical approach is adopted in this course. In addition to becoming acquainted with basic principles of digital marketing, students will begin to develop the skills to solve real-world business problems and exploit digital business opportunities.

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## **COURSE MATERIALS**

- Required Textbook and Case Studies:
  - o 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 (click on the "I want the Free PDF" link) or to purchase a hard copy.
  - o You are required to purchase case studies from our course pack on the Harvard Business Publishing Education website at <https://hbsp.harvard.edu/import/596743>.
- Check Canvas ([canvas.rutgers.edu](https://canvas.rutgers.edu)) regularly, in order to retrieve and submit your weekly assignments, retrieve class slides, and find other required readings. Please also check your official Rutgers email account regularly, in case I post important announcements.

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## **LEARNING GOALS AND OBJECTIVES**

Students who complete this course will demonstrate the following:

- o Critically evaluate a company's business needs and develop digital marketing recommendations that fulfill those needs.
- o Understand, analyze, and utilize quantitative data to make digital marketing decisions. o Effectively communicate their grasp of digital marketing concepts.
- o Comprehend owned, paid, and earned media and identify key players in the digital media ecosystem.

- Recognize and utilize a variety of digital tools and applications.
- Analyze and evaluate the development and execution of digital campaigns. - Students develop these skills and knowledge through the following course activities and assignments:
- Participating in in-class discussions, exercises, and role-plays.
- Researching an assigned digital publisher throughout the semester.
- Preparing and submitting 2-4 page written briefings and case study assignments, as indicated, related to class topics.
- Developing and delivering a proposal and presentation in response to a digital media RFP from a real client.

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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 PREPARATION POLICY

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, report your absence in advance via email to [Q](#). If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, please send me an email with full details within 3 days of your first absence. A portion of your grade relates to class participation, and you cannot participate in class discussions if you are not present.
- For weather emergencies, consult the campus home page to find out whether campus is open. However, if road conditions are severe, I may cancel class regardless of the campus decision. I will communicate such a cancellation by 3pm on the day of class, through an email blast and Canvas announcement. Please make sure your email address is up to date in Canvas, and that you check frequently.
- Expect me to arrive on time for each class session. I expect the same of you. If you plan to be tardy, please contact me via email at least 1 day in advance. Otherwise, your tardiness will factor into your participation grade. Again, you cannot participate if you are not present for class discussions.
- Expect me to remain for the entirety of each class session. I expect the same of you. If you plan to leave early, please contact me via email at least 1 day in advance and remind me at the start of class. Otherwise, your early departure will factor into your participation grade, as again, you cannot participate if you are not present for class discussions.

- Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and written assignments. You cannot learn if you are not prepared.
  - Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.
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## **CLASSROOM CONDUCT**

- In addition to staying focused and involved, please be respectful of your classmates' opinions. I try to foster an interactive environment, where we can all learn from each other.
  - Laptops and tablets should only be used to take notes related to class discussions, and as-needed during in-class exercises related to the coursework. Students should not be clicking away on personal emails or other coursework while others are trying to learn. If I discover that laptops and tablets are being used for other purposes during class, I will institute a no-device policy.
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## **EXAM DATES AND POLICIES**

There will be 2 quizzes in this course, each of which will constitute 10% of your final grade. Tests will be given during class time, as indicated on the Course Schedule below.

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## **GRADING POLICY**

Course grades are determined as follows:

Briefing Assignments:	25%
Case Study Assignments:	10%
Quizzes:	20%
Group Project, part 1:	10%
Group Project, part 2:	20%
Participation:	15%
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	100%

**Briefing Assignments (25% of final grade):** Use primary and secondary sources to complete 2-4 page

“briefings” about your assigned publisher throughout the semester. This is done independently.

Download assignment and upload your completed briefing via Canvas before the beginning of class session on that topic, as indicated on syllabus.

**Case Study Assignments (10% of final grade):** Individually complete 2-3 page written responses to case study questions. Download assignment and upload your completed briefing via Canvas before the beginning of class session on that topic, as indicated on syllabus.

**Quizzes (20% of final grade):** Two quizzes throughout the semester to reinforce your learning.

**Group Project, part 1 (10% of final grade):** To be completed with your assigned publisher team. Groups will assess the digital usability and performance of a real brand.

**Group Project, part 2 (25% of final grade):** Groups will receive a digital marketing Request for Proposal (RFP) for a real brand, and work together with their assigned publisher teams to develop a digital marketing recommendation presentation that meets the specifications of the client.

**Class Participation (15% of final grade):** Digital marketing requires participation, and learning about digital marketing is no different! But you cannot participate if you do not show up for class on time, and stay until the end. Earn participation credit for attendance, in-class presentations, and active participation in case studies and other in-class discussions.

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. But I will adjust grades only if I have made an error. I cannot give you a grade that you did not earn, and it is dishonest to attempt to influence me to do so.

## COURSE SCHEDULE

CLASS	DATE	TOPIC	ASSIGNMENTS DUE <i>(prior to class unless otherwise noted)</i>
1		<b>Introduction to Digital Marketing</b> - Digital Marketing Overview - Course Overview  <b>Customer Decision Making in a Digital World</b>  <b>The New Marketing Mix</b>	
<b>MODULE 1: DIGITAL MARKETING STRATEGY</b>			
2		<b>Digital Marketing Ecosystem</b> - Google & Facebook case studies  <b>Digital Publisher Selection</b>	<b>Assignment Due:</b> - Case Study Questions – Google & Facebook  <b>Required Readings (2 cases):</b> <i>(see HBSP Course Pack)</i> - “Alphabet's Google,” #MH0055-PDF-ENG - “Facebook, Inc.” #MH0054-PDF-ENG
3		<b>Digital Customer Experience</b> - User Experience (UX) and User Experience Design (UXD) for managers - Digital Usability and Design - Usability Testing	<b>Required Reading:</b> - Stokes, Chap 5 & pp 133-138 (Sect 6.4.5) - Check Canvas for articles  <b>Additional Reading (Optional):</b> - Stokes textbook, Chap 6 (remaining) - Krug, Steve. <i>Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition)</i> . New Riders, 2014. <a href="http://amzn.com/0321965515">http://amzn.com/0321965515</a> ; <a href="http://www.sensible.com/">http://www.sensible.com/</a>

4		<b>Digital Marketing Analytics</b> <ul style="list-style-type: none"> <li>- Definitions and Metrics</li> <li>- Technology and Tools</li> <li>- Outcomes and Testing</li> </ul>	<b>Assignment Due:</b> <ul style="list-style-type: none"> <li>- Briefing #1: Digital Usability</li> </ul> <b>Required Reading:</b> <ul style="list-style-type: none"> <li>- Stokes, pp. 44-55 (Sect 3.3-3.9) &amp; Chap 21</li> <li>- Check Canvas for articles</li> </ul> <b>Additional Resource (Optional)</b> <ul style="list-style-type: none"> <li>- Web Analytics Dictionary  <a href="http://blog.alexa.com/full-glossary-webanalytics-terms-know/">http://blog.alexa.com/full-glossary-webanalytics-terms-know/</a> </li> </ul>
<b>MODULE 2: DIGITAL MARKETING TOOLS &amp; TACTICS</b>			
5		<b>Digital Media</b> <ul style="list-style-type: none"> <li>- Types of Media</li> <li>- Formats &amp; platforms</li> </ul> <b>Paid Media / Digital Advertising</b> <ul style="list-style-type: none"> <li>- Media Planning &amp; Buying process</li> <li>- Networks &amp; Exchanges</li> <li>- Programmatic</li> </ul> <b>Discussion of Final Projects</b>	<b>Assignment Due:</b> <ul style="list-style-type: none"> <li>- Briefing #2: Digital Analytics</li> </ul> <b>Required Reading:</b> <ul style="list-style-type: none"> <li>- Stokes, pp. 297-301 (Sect 12.7)</li> <li>- Check Canvas for articles</li> </ul> <b>Additional Reading (Optional)</b> <ul style="list-style-type: none"> <li>- <i>IAB Internet Advertising Revenue Report: 2018 Full Year Results</i> (see Canvas)</li> </ul>
6		<b>Display Advertising</b> <ul style="list-style-type: none"> <li>- Creative</li> <li>- Serving &amp; Targeting</li> <li>- Buying &amp; Selling</li> <li>- Pricing &amp; Measurement</li> </ul>	<b>QUIZ 1:</b> <ul style="list-style-type: none"> <li>- Modules 3-5</li> </ul> <b>Assignment Due:</b> <ul style="list-style-type: none"> <li>- Briefing #3: Digital Media</li> </ul>
7		<b>Social Media Marketing</b> <ul style="list-style-type: none"> <li>- Social Media Marketing Strategy; Case Study discussion (Maersk Line) - Social Media Advertising</li> </ul>	<b>Assignments Due:</b> <ul style="list-style-type: none"> <li>- Case Study Questions – Maersk Line</li> <li>- Briefing #4: Social Media</li> </ul> <b>Required Reading:</b> <ul style="list-style-type: none"> <li>- “Maersk Line: B2B Social Media - "It's Communication, Not Marketing"” #B5779- PDF-ENG (see HBSP course pack) - Stokes, Chap 16</li> </ul>

8		<p><b>Content Marketing</b></p> <ul style="list-style-type: none"> <li>- Background &amp; Strategy</li> <li>- Tactics &amp; Tools</li> <li>- Native Advertising</li> </ul>	<p><b>Assignment Due:</b></p> <ul style="list-style-type: none"> <li>- FINAL PROJECT, PART 1 DUE</li> </ul> <p><b>Required Reading:</b></p> <ul style="list-style-type: none"> <li>- Stokes, Chap 15</li> <li>- Check Canvas for articles</li> </ul> <p><b>Additional Reading (Optional):</b></p> <ul style="list-style-type: none"> <li>- Resources from the Content Marketing Institute (see Canvas)</li> </ul>
9		<p><b>Digital Video &amp; Audio</b></p> <ul style="list-style-type: none"> <li>- Digital Video Strategy; Case Study Discussion (Disney+)</li> <li>- Digital Video Advertising</li> </ul>	<p><b>Assignments Due:</b></p> <ul style="list-style-type: none"> <li>- Case Study Questions – Disney+</li> <li>- Briefing #5: Digital Video &amp; Audio</li> </ul> <p><b>Required Readings:</b></p> <ul style="list-style-type: none"> <li>- Stokes, Chap 19</li> <li>- “The Video-Streaming Wars in 2019: Can Disney Catch Netflix?” #519094-PDF-ENG (see HBSP Course Pack)</li> </ul> <p><b>Additional Reading (Optional):</b></p> <ul style="list-style-type: none"> <li>- Check Canvas for articles</li> </ul>
10		<p><b>Search Engine Marketing</b></p> <ul style="list-style-type: none"> <li>- Keyword Strategy</li> <li>- Search Engine Optimization (SEO)</li> <li>- Search Engine Marketing (SEM)</li> </ul>	<p><b>Assignments Due:</b></p> <ul style="list-style-type: none"> <li>- Briefing #6: Search Engines</li> </ul> <p><b>Required Reading:</b></p> <ul style="list-style-type: none"> <li>- Stokes, Chap 8</li> <li>- Check Canvas for articles</li> </ul> <p><b>Additional Reading (Optional) -</b> Stokes, Chap 11</p>
11		<p><b>Mobile Marketing</b></p> <ul style="list-style-type: none"> <li>- Mobile Marketing Strategy; Case study discussion (Starbucks)</li> <li>- Mobile Advertising</li> </ul>	<p><b>QUIZ 2:</b></p> <ul style="list-style-type: none"> <li>- Modules 7-10</li> </ul> <p><b>Assignments Due:</b></p> <ul style="list-style-type: none"> <li>- Case Study Questions – Starbucks</li> </ul> <p><b>Required Reading:</b></p> <ul style="list-style-type: none"> <li>- “Starbucks' Loyalty Reigns,” #UV7116PDF-ENG (see HBSP Course Pack)</li> </ul> <p><b>Additional Reading (Optional)</b></p>

			- Stokes, Chap 7
12		<b>Other Digital Platforms</b> - Gaming - Email Marketing - Co-Registration / Lead Generation  <b>Outbound vs. Inbound Marketing</b>	<b><u>Assignments Due:</u></b> - Briefing #7: Other Digital Platforms  <b><u>Required Reading</u></b> - Check Canvas for articles
		No () classes; Designated () class day for holiday week	
<b>MODULE 3: BRINGING IT ALL TOGETHER</b>			
13		<b>Digital Customer Acquisition</b> - Defining - Strategy - Tactics	<b><u>Assignments Due:</u></b> - Briefing #8: Ecommerce  <b><u>Required Reading:</u></b> - Check Canvas for articles  <b><u>Additional Reading</u></b> <b><u>(Optional)</u></b> - Stokes, Chap 10
14		<b>Final Project Presentations</b>	<b><u>Final Project, Part 2 Due</u></b> Upload written proposals to Canvas by () (before class). And, bring a hard copy of proposals and slides to class.

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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.]