

Marketing
Course Number: 22:630:629
Course Title: Digital Marketing Strategy MS

COURSE DESCRIPTION

This is a “hands-on” capstone course that emphasizes marketing decision-making in our increasingly digital world. Throughout the course, the focus is on teaching students how to apply key digital marketing terms, concepts, tools, and frameworks to meet real-world business objectives. Students will learn how organizations leverage digital marketing practices to achieve sustainable competitive advantage.

COURSE MATERIALS

Below are resources that provide a foundation for what you will be learning in class. There will be several other recommended readings throughout the course.

- **eMarketing: The Essential Guide to marketing in a Digital World 6th Edition:**
 - https://www.redandyellow.co.za/content/uploads/2018/06/RedYellow_eMarketing_Textbook_6thEdition.pdf
- In addition, you will find a list of readings, videos, and resources on Canvas for each module.
- This is a fully online course. To access the course, please visit <http://onlinelearning.rutgers.edu>. For more information about course access or support, contact the Online Learning Help Desk via email at help@canvas.rutgers.edu or call 848-9324702.

COURSE LEARNING GOALS AND OBJECTIVES

This course is designed to help students develop skills and knowledge in the following area(s):

- Ability to identify marketing challenges and opportunities in a complex business situation.
- Development of innovative digital marketing solutions to solve complex business problems.
- Effective communication of digital marketing concepts, both in writing and in oral presentations.

Students who complete this course will demonstrate the following:

1. Define what digital marketing is, the various channels, such as display, search engine, social media, mobile and video, within which it operates and its role in marketing strategy.
2. Quantitatively evaluate digital marketing strategies and tactics to inform marketing manager decisions and track marketing effectiveness.
3. Identify target audiences through online market research to curate and create original digital content to meet organizational goals.
4. Identify the appropriate metrics to evaluate performance in a marketing funnel, understand the capabilities of marketing automation tools and be able to link the technology features of these tools to business objectives.
5. Design, present and launch of digital marketing strategy to push potential customers through a conversion event.
6. Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.

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.

ATTENDANCE AND PREPARATION POLICY

- This course is an online, facilitator-led, asynchronous course. This means there are no required online meeting times. The course assessments and activities, however, have firm deadlines. This course is not purely self-paced; you will be expected to interact with the rest of the class each week and complete activities in a timely manner.
- Be sure you are logging into the course in Canvas each week, including weeks with holidays or weeks with minimal online course activity. (During most weeks you will probably log in many times). If you have a situation that might cause you to miss an entire week of class, discuss it with me as soon as possible.
- Complete all background reading and written assignments. To be successful in this course, you should plan to dedicate approximately 8-10 hours per week.
- All live sessions, including instructor office hours, are optional. For live presentations, I will provide a recording that you can watch later. If you need to discuss an assignment with me but cannot attend my scheduled office hours, please contact me to schedule another time to talk.

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.

- Writing style: This course requires participation in online discussion boards with your instructor and classmates. While you don't need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for nonacademic topics. Please also refrain from using all CAPITAL LETTERS, as this is often interpreted as shouting.
 - Tone and civility: Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. Treat your instructor and fellow students with respect at all times, and in all communications.
 - Citing your sources: When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)
 - Backing up your work: Consider composing your academic posts and assignments in a Word document, where you can save your work, and then copying and pasting onto the Canvas platform, as needed.
 - Please include the Course Number in the subject line of your email.
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RESOURCES

Keep in mind that much of being a digital marketing manager requires taking the initiative to stay on top of technology and strategies that change daily. Your best bet is to be a curious marketing detective! There are many resources to help you in your journey, from websites, influencers, podcasts, articles, videos, certifications, etc. Below are a few I suggest following/checking on a weekly basis:

- HubSpot Inbound Marketing blog: <http://blog.hubspot.com/marketing>
- HubSpot Academy blog: <http://blog.hubspot.com/customers>
- MOZ blog: <http://moz.com/blog>
- Inbound.org: <https://inbound.org/>
- Unbounce blog: <http://unbounce.com/blog/>
- Litmus blog: <https://litmus.com/blog/>
- HelpScout blog: <http://www.helpscout.net/blog/>
- Optimizely blog: <http://blog.optimizely.com/>
- Internet Marketing: <http://feeds.feedburner.com/AcademyIM>

- Digital Marketing: <http://feeds.feedburner.com/targetinternet>
- YouTube channel: <https://www.youtube.com/user/TargetInternet>
- Growthhackers.com
- SEOMoz.org
- Mashable.com
- eMarketer
- Forrester.com
- Contentmarketinginstitute.com
- Adage.com
- Adweek.com
- Forums: [Quora](#)
- Certification programs: [HubSpot](#), [Google](#), [Lynda](#), [Facebook](#)

GRADING POLICY

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

| Percentage | Method |
|------------|---|
| 20% | Certifications 2 certifications will be required. They are all free. |
| 30% | Weekly Assignments |
| 20% | Discussion Board Forum Participation There will be several questions to answer within Discussion Boards throughout the course. You will also be asked to respond to your peers each week. |
| 30% | Digital Marketing Playbook Students will create a digital marketing strategy for a brand. |

CERTIFICATIONS

You are required to complete several certifications throughout the semester. Certifications are technology and/or marketing platform certifications awarded by commonly used digital marketing vendors and are industry approved. Certification exams will replace traditional exams. All of them are online. All certifications will be counted towards your grade and can be uploaded to your resume and LinkedIn.

To account for previous program requirements (certifications you've already taken for previous courses) and/or individual goals, you will have a list of certifications to choose from for this class.

You will have to earn ***new*** certifications that you have not already earned in the past. (Remember, when you submit your score, it will likely have a date on it).

You are welcome to propose other certifications not listed, as long as they link directly to a topic covered in class. To do this, submit the alternate request to me, along with a rationale as to where it fits within the course. Please note that it also needs to be completed during the semester.

ASSIGNMENTS

There will be weekly assignments throughout the course. Details for each assignment can be found on Canvas.

DISCUSSION BOARD

This class requires your participation in various discussion forums on Canvas. Discussion board questions are based on the topic of the week, including lectures, videos, readings and assignments assigned for the week. Please provide a thoughtful answer and justify your response with examples. You are required to respond to at least one other student's response each week.

DIGITAL MARKETING STRATEGY PROJECT

Students will create a digital marketing strategy for multi-channel traffic acquisition. This will include applying all course work and certifications into structuring a digital marketing strategy plan inclusive of paid and organic tactics based on goals. By the end of the semester, students will provide a slidedeck and oral report sharing strategies and forecasts. Details can be found on Canvas.

Peer evaluations will be released at the end of the semester for each student to fill out to give the instructor an insider's view on team dynamics. Peer evaluations will be used to modify the team portion of an individual student's grade.

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.

COURSE SCHEDULE

| WEEK | TOPIC COVERED | READINGS | ASSIGNMENT | DISCUSSION BOARD FORUM | CERTIFICATIONS (Pick 2 certifications) |
|-------------|-----------------------------|-----------------|--------------------------|-------------------------------|---|
| Week 1 | Introductions | | Find Client + Team | Introductions Chat | |
| Week 2 | Digital Marketing Strategy | CH. 1 | Client Audit + Interview | Company Intro Chat | |
| Week 3 | Customer Journey | CH. 2 | Customer Journey | | |
| Week 4 | Monitoring + Listening | CH. 3 + CH. 4 | Monitoring + Listening | Monitoring + Listening Chat | |
| Week 5 | WebDesign + UX | CH. 5, CH. 6 | Website Recs | WebDesign Chat | |
| Week 6 | SEO | CH. 8 | SEO | SEO Chat | HUBSPOT SEO CERTIFICATION |
| Week 7 | Search Advertising | CH. 11 | SEM | Search Ad Chat | GOOGLE ADS |
| Week 8 | Content Marketing | CH. 9 + CH. 15 | Content Marketing | Content Marketing Chat | |
| Week 9 | Social Media | CH. 16 + CH. 17 | Social Media Plan | | |
| Week 10 | Paid Social Advertising | CH. 13 | Paid Social Ad | Paid Social Advertising Chat | |
| Week 11 | Email Marketing | Ch. 14 + CH. 18 | Email Samples | Email Marketing Chat | HUBSPOT EMAIL MARKETING |
| Week 12 | Digital Marketing Analytics | CH. 20 + CH. 21 | Google Data Challenge | Analytics Chat | GOOGLE ANALYTICS |
| NO CLASS | | | | | |

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|---------|--------------------------|--------|--|--|---------------------------------|
| Week 14 | Retargeting/Remarketing | CH. 12 | | | |
| Week 15 | Final Project Submission | | | | HUBSPOT INBOUND MARKETING |

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.]