

Marketing
Course Number: 22:630:697
Course Title: Digital Marketing for Fashion & Beauty Industries

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 objective in fashion. Students will learn how fashion organizations leverage digital marketing practices to achieve sustainable competitive advantage.

COURSE MATERIALS

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

- You will find a list of readings, videos, and resources on Canvas for each module.
- 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 848-932- 4702.

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. Quantitatively evaluate digital marketing strategies and tactics to inform marketing manager decisions and track marketing effectiveness.
2. Identify target audiences through online market research to curate and create original digital content to meet organizational goals.
3. 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.

4. Design, present and launch of digital marketing strategy to push potential customers through a conversion event.
 5. Demonstrate practical skills in common digital marketing tools such as SEO, Social media and Blogs to “real world” client project.
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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](#)

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 or plagiarism destroy your hard-earned opportunity to learn and advance. See business.rutgers.edu/ai for more details.

Guidance on the use of AI at Rutgers

As noted in [Rutgers Academic Integrity Policy 10.2.13](#), the principles of academic integrity require that students make sure that all submitted coursework be “the student's own and created without the aid of impermissible technologies, materials, or collaborations.”

ATTENDANCE AND PREPARATION POLICY

This course is an online, facilitator-led, asynchronous course. However, since we are meeting with clients, there are six required meeting times that will be scheduled at a mutually agreeable day and time. 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, your team with the client project and complete activities in a timely manner. I will also be required for you and your team members to meet with me

- 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 non-academic 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.

GRADING POLICY

Course grades are determined as follows:

Percentage	Method
20%	Exercises and Cases Includes Exercises and Cases that your team will complete for each module
10%	Discussion Board 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%	Client Presentations (2 of them) Your team will be required to give two client presentations (20 min. each) to address a digital marketing challenge/case study provided by fashion client
20%	Reflection Paper A three-page paper on what you learned in this course and how you will apply it in your fashion career.
10%	Individual Certifications Please complete two digital marketing certifications.

MODULE ASSIGNMENTS

There will be weekly assignments throughout the course. Details for each assignment can be found on Canvas. These module assignments will include team responses to assigned case questions, exercises and assignments related to the client presentations.

DISCUSSION BOARD PARTICIPATION

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.

CLIENT PRESENTATIONS

Students will create a digital marketing strategy for “real world” client. Two clients will be invited to present their career background and share a digital challenge which will require your team to present 20 minute presentation.

REFLECTION PAPER

Please complete a 3 page reflection paper on what you learned in class and how you will apply it.

CERTIFICATIONS

You are required to complete two 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.

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

MODULE	TOPIC COVERED	READINGS	ASSIGNMENT
Module 1	Syllabus, Strategy Basics	See Canvas	
Module 2	Strategy concluded, Consumer Behavior and Branding beg	See Canvas	
Module 3	Consumer Behavior and Branding concluded	See Canvas	

Module 4	Social Media Marketing	See Canvas	
Module 5	Content Marketing and Blogging	See Canvas	
Module 6	Email Marketing and CRM	See Canvas	
Module 7	Search Engine Optimization	See Canvas	
Module 8	E-Commerce and Online Retailing	See Canvas	
Module 9	Digital Advertising	See Canvas	
Module 10	Analytics and Performance Management	See Canvas	
Module 11	Responding to Digital Marketing in a Crisis	See Canvas	
Module 12	Future Trends	See Canvas	
Module 13	Guest speaker	See Canvas	See Canvas
	Class Wrap-Up		

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]

Bias incidents: an act – either verbal, written, physical, or psychological that threatens or harms a person or group on the basis of actual or perceived race, religion, color, sex, age, sexual orientation, gender identity or expression, national origin, ancestry, disability, marital status, civil union status, domestic partnership status, atypical heredity or cellular blood trait, military service or veteran status.

Bias incidents can be reported online at:

[New Brunswick Bias Incident Report Form](#)
[Newark Bias Incident Report Form](#)

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/rhc>]
[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.]

CODE OF PROFESSIONAL CONDUCT

[If you prefer to direct students to the conduct policy online instead, please use the following link and place it beneath the header above:
<https://myrbs.business.rutgers.edu/students/code-professional-conduct>]

Rutgers Business School is recognized for its high-quality education. To that end, maintaining the caliber of classroom excellence, whether in person or online, requires students to adhere to the same behaviors expected in professional career environments. These include the following principles:

Discussion and Correspondence

- Each student is encouraged to participate actively in class discussions and exercises. Substantive dialogue requires a degree of mutual respect, willingness to listen, and tolerance of opposing points of view. Disagreement and the challenging of ideas must happen in a supportive and sensitive manner. Hostility and disrespectful behavior will not be tolerated.
- In correspondence and in the classroom, students should demonstrate respect in how they address instructors. Students should use proper titles unless there is an explicit understanding that the instructor accepts less formal alternatives. Similarly, appropriate formatting in electronic communication and timely responsiveness are all expectations in every professional interaction, including with instructors. Everything said and written should demonstrate respect and goodwill.

Punctuality and Disruption

- Class starts and ends promptly at the assigned periods. Students are expected to be in their seats or present online and ready to begin class on time.
 - Take your responsibility to attend class seriously. Your attendance is a critical element of the learning experience for in-person classes. Failure to show up disrupts your learning and signals disrespect to your peers and instructors. (Of course, illness is a legitimate exception requiring advanced reporting to the [University](#) and your instructors.)
 - Barring emergencies and within reason, students are expected to remain in their seats for the class duration. In person, packing belongings before the end of class disturbs both other students and the instructor. Online, attending to other tasks is distracting. In addition, even if webcams are not required in your course, your attention is fundamentally lacking if you are engaged in multiple tasks simultaneously.

Technology

- The use of technology is sanctioned only as permitted by the course instructor. As research on learning shows, peripheral use of technology in classes negatively impacts the learning environment in three ways:
 1. Individual learning and performance directly suffer, resulting in the systemic lowering of grades earned.
 2. In the classroom, one student's use of technology automatically diverts and captures other people's attention, thus impeding their learning and performance. Moreover, even minor infractions have a spillover effect and result in others doing the same.
 3. Subverting this policy (e.g., using a phone during class, even if hidden below the table or out of sight from your webcam; tapping on a smartwatch; using a laptop

for non-course related matters) is evident to the course instructor and offensive to the principles of decorum in a learning environment.

- Networking, computing, and associated resources in the trading rooms, advanced technology rooms, and general classrooms are to be used in the manner intended.
- Sharing links to private online classes, attempting to join an online class you are not enrolled in, or posting disruptive content during these sessions are strictly prohibited and may lead to disciplinary action.
- For more instructions on information technology resources at Rutgers University, please refer to the [Acceptable Use Policy for Information Technology Resources](#).

Misappropriating Intellectual Property

- Almost all original work is the intellectual property of its authors. These works may include syllabi, lecture slides, recorded lectures, homework problems, exams, and other materials, in either printed or electronic form. The authors may hold copyrights in these works, which U.S. statutes protect. Copying this work or posting it online (on sites such as Chegg or Course Hero) without the author's permission may violate the author's rights. More importantly, these works are the product of the author's efforts; respect for these efforts and the author's intellectual property rights are important values that members of the university community take seriously.
- For more instructions on copyright protections at Rutgers University, please refer to the [Rutgers Libraries](#).

Rutgers Business School is committed to the highest standards of integrity. We value mutual respect and responsibility, as these are fundamental to our educational excellence inside and outside the classroom.