

**Marketing**  
**Course Number: 29:630:497**  
**Course Title: Digital Marketing**

## **COURSE DESCRIPTION**

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 digitalmarketing.

---

## **COURSE MATERIALS**

### **Required Textbooks:**

#### **Marketing 4.0 – Moving from Traditional to Digital**

Publisher: Wiley | Author: Philip Kotler ISBN:  
978-1-119-34120-8

#### ***X: The Experience When Business Meets Design***

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

**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.

### **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*

---

## **LEARNING GOALS AND 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.

### **Class Format**

- Lectures, presentations, discussions, TED and other videos
- In-Class exercises (team activities), case analyses
- Special project presentations
- Student presentations of selected assignments

---

## **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.

## 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

Assignment	Dates	Points
<b>Digital Journal -- throughout the semester</b> [individual assignment] <b>6 Cases from eMarketing textbook</b>	- upload to Canvas	15
<b>Adobe Spark Assignment</b> [individual assignment – in class readouts]	Due:	7
<b>Attendance &amp; Participation in class discussions (individual)</b>	Throughout the course	11
<b>In-Class Team Activities + Team read-outs</b> <b>4 Activities @ 4 points</b>	Act #1: Act #2: Act #3: Act #4:	16
<b>DM Team Topics Analysis</b> <b>@ 1</b>	#1 #2 #3 #4 #5 #6	6
<b>Marketing Headlines - Teams</b> (to be based on digital marketing related topics). <b>3 @ 3 points</b>	#1: #2: #3:	9
<b>X: Experience - Selected chapters for Team analysis &amp; discussion in class – 2 @ 3 points</b>	#1: #2:	6

<b>Marketing 4.0 - Selected chapters for Team analysis &amp; discussion in class – 2 @ 3 points</b>	#1: #2:	6
<b>Semester Project (Teams)</b>	Final exam period (TBD)	24
<b>Phase 1: Digital Marketing Company Audit Phase 2: Recommendations + Presentation</b>		
<b>Total Points</b>		100

**Digital Marketing | Course Requirements**

**ASSIGNMENT DETAILS**

**In-Class Team Activities**

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.

**Final Project - Two Phase Digital Marketing Audit and Consultant Recommendations**

**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 get 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. Make it interesting!

#### Deliverables:

- 1) PowerPoint Presentation. This assignment includes BOTH Phases. All team members must be present and participate to earn the points.
- 2) Written report (the PPT presentation is drawn from the written report).

### 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 the following:

- 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. Each chapter includes a case study. 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. There are six assigned cases during the semester located at the end of chapters: 1, 3, 5, 7, 11, and 15.

**Adobe Spark Instagram Pages**

To help you to stand out from the crowd with branded stories, Adobe launched a suite of apps called Adobe Spark, which allow both web and mobile users to create and share visual content – like posts for social media, graphics, web stories, and animated videos.

*Adobe describes Adobe Spark Post as: “the fun, fast and easy way to create stunning graphics for all occasions.....It's a new way to design with Adobe magic from the*

*makers of Photoshop and Illustrator. Your Posts are synced across your computer and mobile devices so you **can** create and share wherever inspiration strikes.”*

For this assignment, students will work to create three pages by the due date. Students can download a free Adobe Spark Post app to their smartphone or Mac.

Helpful links for the Adobe Spark Post Assignment:

Video Tutorial: Create Beautiful Social Graphics in Minutes

<https://www.youtube.com/watch?v=npAvhRfOUt4>

More About Adobe Spark Post

<https://adobe.ly/2DEksmO>

<https://spark.adobe.com/>

**Marketing 4.0 Textbook Selected Chapter Analysis – Team assignment**

Throughout the semester teams will be assigned specific chapters from Marketing 4.0 for analysis and a short in-class presentation.

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

Throughout the semester teams will be assigned specific chapters from *X: Experience* for analysis and a short in-class presentation.

### **Marketing Headlines / Read-Outs on Technology Topics - Teams**

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?

### **Digital Marketing Team Topics Analysis**

Throughout the semester, teams will be assigned numerous digital marketing topics for analysis and a brief read-out in class.

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.

## 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 Expectations  Introduction to Marketing's Changing Environment (presentation & discussion)  Brian Solis intro on X: Experience  Form Teams & Group Sync time	Form teams for group assignments
Week 2	Chapter 01: Strategy & Context  In-Class Activity #1 of 4 Teams present assigned exercise in class – 15-minute read-out  Influencers [presentation]	eMarketing text: Read Chapter 01  Class Activity #1 of 4  DM Team Topics #1
Week 3	Chapter 02: Understanding Customer Behavior  Marketing Headlines #1 of 3  DM Team Topics Analysis   Readouts	Read Chapter 02  Marketing Headlines #1 of 4  DM Team Topics #2
Week 4	<b>Chapter 04: Marketing Research</b>  DM Team Topics Analysis   Readouts	Read Chapter 04
		Assign Marketing 4.0 chapters to Teams - #1  DM Team Topics #3

Week 5	<b>Chapter 07: Channels &amp; Apps Marketing 4.0</b> <b>Team Readouts - #1 DM Team Topics Analysis</b> <b>  Readouts</b>	Read Chapter 07 Marketing 4.0 Team Readouts - #1 DM Team Topics #4
Week 6	<b>Chapter 10: eCommerce</b>  <b>Marketing Headlines #2 of 3</b>  <b>DM Team Topics Analysis   Readouts</b>	Read Chapter 10  Marketing Headlines #2 of 4
Week 7	<b>Chapter 19: Video Marketing</b>  <b>In-Class Activity #2 of 4</b> <b>Teams present assigned exercise in class</b> <b>- 15-minute read-out</b>	Read Chapter 19  In-Class Activity #2 of 4  Assign Marketing 4.0 chapters to Teams - #2
Week 8	<b>Chapter 12: Online Advertising Marketing 4.0</b> <b>Team Readouts - #2 Acura Case: Branding &amp; Innovation</b> <b>DM Team Topics Analysis   Readouts</b>	Read Chapter 12 DM Team Topics #5
Week 9	<b>Spring Break</b>	
Week 10	<b>Chapter 15: Content Marketing Strategy</b>  <b>Marketing Headlines #3 of 3</b>  <b>In-Class Activity #3 of 4</b> <b>Teams present assigned exercise in class</b> <b>- 15 minutes</b>	Read Chapter 15  Marketing Headlines #3 of 4  In-Class Activity #3 of 4  Assign X: Experience chapters to Teams - #
Week 11	<b>Chapter: TBD</b>	Read Chapter (TBD)
	<b>In-Class Activity #4 of 4</b> <b>Teams present assigned exercise in class</b> <b>- 15 minutes</b>  <b>X: Experience Team Readouts - #1</b>  <b>Social Employees (New marketing channel)</b>	In-Class Activity #4 of 4  Assign X: Experience chapters to Teams - #2  DM Team Topics #5
Week 12	<b>Activities: Adobe Spark Instagram Individual presentations</b>  <b>DM Team Topics Analysis   Readouts</b>	Adobe Spark Instagram Individual presentations  DM Team Topics Analysis -- Readouts
Week 13	<b>X: Experience Team Readouts - #2</b>  <b>Digital Marketing Presentation</b>	

Week 14	<b>DM Team Topics Analysis   Readouts</b> <b>Digital Marketing Presentation</b>	Due: Digital Journal -- Cases from eMarketing textbook includes chapters: 1, 3, 5, 7, 11, and 15
Week 15  Last regularly scheduled class	<b>Teams sync-up on final presentations</b> <b>Instructor Q&amp;A &amp; Review</b>	
Final Exam Period TBD	<b>Final Digital Marketing Project Team PPT Presentations</b>	Two students from each team to upload both the PowerPoint Presentations and written marketing plan document Written marketing plan report due

---

## 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.]