Digital Marketing

Course Description
This course helps students understand the components of digital marketing. Students have hands-on experience in using software to design various promotional materials that are used in an online medium to promote brands and engage consumers. The course includes the digital customer journey, display advertising, content marketing, search engine marketing, mobile marketing, and website design. Prerequisites: MKTG 3310 and Junior standing or above.

Learning Objectives
Upon completion of this class, the student will be able to:
1. Distinguish between acquisition, conversion, and retention strategies.
2. Explain the role of a customer database in digital marketing.
3. Explain what the digital customer experience is and how marketers track it.
4. Create effective display advertising.
5. Understand behavioral targeting online.
6. Identify various types of content marketing and metrics.
7. Identify the basic steps in developing an email marketing program.
8. Design an effective promotional email.
9. Understand how search engines work and what a search algorithm is.
10. Explain how marketers can improve the mobile customer experience.
11. Identify key issues in developing mobile content.
12. Learn the basics of website design and create a website with good usability.
13. Describe the various technologies and channels used to deliver customer service.
14. Understand the importance of omni-channel.
15. Discuss the types of metrics available for websites, mobile-sites, social media, and video campaigns.
16. Understand the process of collecting data using cookies and tagged web pages.

Grading: (Grades posted on Blackboard) Points
10 Quizzes (5 points each) 50
3 Exams (100 points each) 300
Final comprehensive exam 100
4 Individual assignments 250
Total 700

There is a strict cut-off for each grade level based on points, not percentages. There is no “rounding up.”

Grading: A is 700-630 pts; B is 629-560 pts; C is 559-490 pts.

Required Textbook: Internet Marketing by Zahay & Roberts, 4th edition

Student Assignments:
1. Create a digital display ad (50pts)
2. Film a customer experience story (50pts)
3. Create a marketing email (50pts)
4. Create a website with 5 pages (100pts)

Course Policies

Attendance: Throughout the semester, the professor will chose days to give one attendance point.
**Make-up Quizzes:** You can make up a missed quiz by submitting the following:
1. A summary of the chapter you missed; 500 words or more.
2. In your own words, tell me how this information is useful in marketing to today’s consumers.
Your grade is based on the quality of your work. There is no limit to the number of quizzes you can make-up. E-mail the make-up to the professor within a week after the quiz is given.

**Extra Credit:** This extra credit work must be turned in no later than the last class day. You can earn up to 10 points, depending upon the quality of your work. Requirements: Chose one key term from the list. Find two articles about the term. You must submit: (1) a write-up of at least 500 words about the term and articles. Include a works-cited page. (2) A PowerPoint presentation that summarizes your write-up. It must be at least five slides. Each slide must contain picture(s) that illustrate the information. (3) Include one YouTube link that relates to your slides. Email me your Word file and PowerPoint file on or before the last class day.

**Cell Phone / Electronic Device Usage:** Cell phone use is not allowed during class. You may use a laptop if absolutely necessary.

**Academic Integrity / Plagiarism:**
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in possible failure.

**Dropping a Class**
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. November 15 is the last day to drop a class with an automatic grade of “W” this term.

**Statement of Civility**
Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

**Grade Appeals**
As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade
appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

**Disabilities Accommodations**
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Statement of Academic Continuity**
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

**Course Outline**

Introduction
Ch. 4: The direct response and database foundations of internet marketing
Ch. 5: Social media marketing
Demonstration of graphic design tools
Ch. 6: Experiencing the digital customer journey
Ch. 7: Display and mobile advertising for customer acquisition
Assignment: Create display advertising
Exam
Ch. 8: Content marketing
Assignment: Customer experience story-telling
Ch. 9: Email marketing to build consumer and business relationships
Assignment: Create promotional emails
Ch. 10: Search engine marketing
Exam
Ch. 12: Mobile marketing
Demonstration of website design tools
Ch. 15: Developing and maintaining effective online and mobile websites
Assignment: Design website pages
Ch. 18: Measuring and evaluating digital marketing programs
Exam
Comprehensive final