DIGITAL MARKETING STRATEGY (53:630:533:90:19234)
Spring 2018

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Google Scholar: https://scholar.google.com/citations?user=HPvh7cIAAAAAJ&hl=en&oi=ao

Course Description
This course will help students understand the digital trends that are shaping the future, provide
students with the opportunity to design a digital marketing plan, experiment with today’s digital
marketing tools (licensed and free), and learn techniques to measure the ROI of their digital
campaigns. Topics covered in this course include (but are not limited to): social media marketing,
content marketing, website design, mobile marketing, search engine marketing, and email marketing.
Prerequisite: Marketing Management.

The primary objectives of the course are to:
1. Understand basic concepts of digital marketing strategy;
2. Appreciate the power of these concepts when they are used as guides for understanding
marketing problems and developing marketing programs in the online and mobile realms;
3. Develop a disciplined approach to the analysis of digital marketing situations;
4. Hone decision-making skills by making and defending marketing decisions in the context of
realistic problem situations with incomplete information; and
5. Make connections between digital marketing and other areas of marketing, promotions and
strategy

Required Materials

The following materials are required for our class:

1. Textbooks (Texts are Open Access and provided at no-cost to Rutgers Students via
Canvas)
      Stokes and Quirk ISBN 978-0-620-56515-8
   b. Media Innovation and Entrepreneurship by Ferrier and Mays

You will need to purchase the Case Study online from Harvard Business Publishing. Unfortunately Harvard requires a small fee to use their materials and I cannot post or share the case study. You can purchase the case study direct from this link here:

http://cb.hbsp.harvard.edu/cbmp/access/72413461

The Case is "Best Buy: Creating a Winning Customer Experience in Consumer Electronics"

**Grading**

Your course grade will be based on the following components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Case Analysis</td>
<td>20%</td>
</tr>
<tr>
<td>Discussion Posts</td>
<td>40%</td>
</tr>
<tr>
<td>Integrative Assignment</td>
<td>20%</td>
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<tr>
<td>Digital Plan</td>
<td>20%</td>
</tr>
</tbody>
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Final grades:

- 90 and above = A
- 87-89.99 = B+
- 80-86.99 = B
- 70-79.99 = C
- 70> = F

Please note that there is no extra credit.

**Case Write-ups**

We will be analyzing and discussing one case. The primary purpose of cases is to create a forum for discussing marketing concepts and strategies. Typically, there is not one “right” answer to a case, but there are stronger and weaker marketing recommendations based on stronger or weaker analyses.

Please see the corresponding instruction sheet on how to complete the case write-ups.

**Course Policies**

Professional conduct in every facet of our course – including punctuality, preparedness, and high-quality papers and participation – is expected. The following standards are in place:

- I am a very accessible faculty member. You are welcome to contact me any time to discuss matters related to our class or other relevant topics.
- You are expected to complete work on time for all classes. If something comes up (work, family, issue, etc.) please let me know. You can text me if you wish at 856-986-6295 to keep me apprised of any emergency situations.
- Rutgers University recognizes disability as a component of cultural diversity and fosters an inclusive environment for all members of the university community (http://learn.camden.rutgers.edu/disability/disabilities.html). Contact the Camden campus Disability Coordinator, Mr. Tim Pure (disabilityservices@camden.rutgers.edu; 856-225-6442; Armitage Hall Room 362). All contact will be considered confidential.
Academic Integrity
Policy found at http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Principles of academic integrity require that every Rutgers University student:

- properly acknowledge and cite all use of the ideas, results, or words of others
- properly acknowledge all contributors to a given piece of work
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of unsanctioned materials or unsanctioned collaboration
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to insure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

- NOTE: Papers crafted with the assistance of other published student work are considered a form of academic dishonesty. Students cannot use the work, published or not, authorized or not, of other students (at Rutgers or elsewhere), under any circumstances. Papers purchased or garnered from other authors (including current and former students) constitutes cheating.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

If there are questions on how to comply, please contact Mary Flaherty in the Rutgers-Camden Dean of Students Office: marykreb@camden.rutgers.edu
Student Code of Conduct
Violations of the Student Code of Conduct are considered serious infractions of student behavior and subject to penalties relative to the level of the matter. Students may not disturb normal classroom procedures by distracting or disruptive behavior. Examples of disruptive behavior include, but are not limited to, the following:

- Repeatedly leaving and entering the classroom without authorization
- Answering cellular phone or allowing phone to beep
- Making loud or distracting noises
- Repeatedly speaking without being recognized, interrupting the instructor or other students, or otherwise acting in disregard of the instructor’s requests
- Resorting to physical threats or violence directed toward the instructor or other students.*

*Physical threats or violence are a violation of the University’s Code of Student Conduct and incidents should be referred to the Dean of Students immediately.

Please consult “Standards of Classroom Behavior,” in The University Code of Student Conduct: http://studentconduct.rutgers.edu/university-code-of-student-conduct

Violations of the Code should be reported to the Dean of Students office at deanofstudents@camden.rutgers.edu