

## Syllabus

# MKTG 361: Digital Marketing Strategy

Spring 2018

**Class Meetings: Tuesdays & Thursdays, 9:35 – 10:55 AM**

**Classroom: BSB 335**

## Instructor Information

Professor: Dr. Ekpo

Office: BSB 333

Office Phone: 856-225-2742

Email: [akon.ekpo@rutgers.edu](mailto:akon.ekpo@rutgers.edu)

Virtual Office Hours: By Appointment Only – [www.calendly.com/drekpo](http://www.calendly.com/drekpo)

## Course Prerequisite

MKTG 201, Principles of Marketing

## Course Description & Learning Objectives

This course presents a set of useful concepts and frameworks to aid students in better understanding of various digital mediums within the marketing field. We cover specific frameworks for analyzing key aspects of digital marketing and how to create effective digital marketing strategies. The goal of this course is to allow students to gain experience in the activities required to connect, convert, and continuously engage customers over digital mediums.

By the end of this course, you should be able to:

1. *evaluate the digital marketing strategy of an organization*
2. *apply sound digital marketing practices to optimize an organization's digital marketing strategy; and*
3. *recommend the best course of action an organization should undertake for its digital marketing efforts.*

## Course Structure

This course utilizes teaching techniques that facilitate active student learning. As such, this course will employ brief lectures, in-class problem solving activities, student-led discussions, project/case study debriefings, and student presentations. Much of the instructional content (lectures, videos, reading) will be assigned as homework, while various activities will be completed and due during class time. Therefore, come to class prepared and ready to work!

## Course Requirements & Grading Criteria

Grades will be determined based on the following criteria (subject to further changes):

## Table: Assignments & Point Allocation

Activity	Max Points
<b>Individual Assignments:</b>	
Assignments (Media Website Analysis (50 pts); WordPress Site Design/SEO (part one: 50 pts; part two: 50 pts)	150
Quizzes (10 chapters)	100
MIMIC Simulation (7 rounds)	175
Exams (Midterm-100 pts; Final-200 pts)	300
<b>Group Assignments:</b>	
Expert Session Lecture	100
Group project	175
<b>Total</b>	<b>1000</b>

## Table: Final Grade Criteria

Letter Grade	Points
A (highest grade)	900 – 1000 points
B+ (work of distinction)	850 – 899
B (work of distinction)	800 – 849
C+ (average work)	750 – 799
C (average work)	700 – 749
D (passing, but unsatisfactory)	600 – 690
F (failure without credit)	599 and below

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A note about grading: Please note that **it is NOT my policy to round scores for any reason.** Therefore, do not ask.

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## Assignments

There are three required assignments that give students practice in evaluating, analyzing, and developing digital marketing strategies. Each assignment is meant to help students develop a foundational competency in a particular skill set necessary for the practice of digital marketing.

### Media Website Analysis

Students will analyze a website using the web design principle sets given in the textbook. The purpose of this assignment is to illustrate how a different set of design principles can lead to different ideas for improvements to a website. Students will briefly report and write a two-page executive summary on their

assessment of the website's quality and their suggested changes.

## WordPress Site Design/SEO

### *Background*

You are currently working for a local small business as a marketing intern. The owner walks in one day and says, "I think we just need a website. That's it." You start to sweat because you've never built a website before. However, the boss said you're in charge and gives you a week to have a simple website online.

### *The Assignments*

You will create a WordPress site that includes the following:

#### Part 1

- A homepage
- A landing page (and a follow up/thank you page)

#### Part 2

- A product/service page
- One blog post

Your site will be graded on design (i.e., is your design likely to induce conversion?) and SEO (i.e., are the homepage and product page keyword-optimized? Is the blog post likely to attract interest?). The design portion will be judged based on the information layout, not aesthetics.

## Expert Sessions (Student group-led lectures)

You will be watching seven expert sessions throughout the semester. These sessions are on specific topics to help enhance your knowledge about digital marketing tactics used in the industry. For each session, STUDENT GROUPS (assigned) will conduct the lecture for that day. These lecture sessions are the days marked in **yellow** on the schedule. During the lecture, the group will lead all activities for that day. In other words, each group will be in charge of leading the entire lecture for that day. To prepare for the lecture, ALL STUDENTS will listen/view the lecture on stuent.com BEFORE the expert session class. On the day of the lecture, the group leading the lecture will teach the class what you learned from that session. Please note: this is not a simple summary or regurgitation of information. Rather, you must organize the information and explain it in a way that helps someone else learn the material. You can do this in multiple ways, including (but not limited to): presentation, demonstration/illustration, discussion, hands-on activity, and/or whatever format you feel helps teach the material effectively.

## Quizzes

Every reading assignment from the textbook has an accompanying quiz. The quiz must be completed by 6:00 AM on the day the reading assignment is due. So, your first quiz must be taken by 6:00 AM, Thursday, January 18, 2018.

## Simulation

To apply the learnings from discussions, readings, videos, and assignments, students will run several digital marketing campaigns using the MIMIC simulation software. Each student will be responsible for making decisions regarding the appropriate digital marketing tactics that will drive traffic and revenue for a fictitious company. Students will complete seven rounds of digital marketing campaigns, with each round enhancing several skills for students to practice. While it may seem that students are competing with each other, in essence students are actually competing with the software. Students will be graded on the performance of their campaigns. Therefore, students must make effective decisions that will enhance the company's attention to revenue, profits, costs, reach, and conversions. Each campaign is expected to generate a minimum level of revenue/sales, etc. which students' grades will be based on.

## Exams

There will be two exams, a midterm and a final. Exams will cover material from the textbook, material covered in class, and material from the expert lectures. Exams are short answer, not multiple choice. Therefore, it is imperative that students complete all readings, videos, and assignments. **Exams are not to be missed by any student. No make-up exams will be given except for extreme emergency.** In the case of an extreme emergency, the student must notify the instructor BEFORE the exam.

## Group Project

To apply the lessons from this course, students will be placed into groups of four or five to apply some of your learnings to a real-world client of the group's choosing.

*Your project must include:*

- Website design. Create a website or re-design an existing website using WordPress or another web design software.

*and, choose ONE of the following:*

- Search engine optimization. Complete an SEO audit on an existing website. Perform both on-site and off-site optimization on the website. Measure the website's progress on organic rankings.
- Search engine marketing. Run a Google AdWords advertising campaign with at least a \$500 budget and over the course of at least two weeks. (You will not be penalized if you do not exhaust the budget). Measure the improvement in business goals that occur as a result.
- Email marketing. Design and implement an email campaign. If the company has no email list, apply list capture techniques to build the email list and begin sending out emails to this list. Measure the improvement in business goals that occur as a result.
- Social media. Create a social media campaign plan for your company and implement that plan. The campaign should span at least two social media platforms and you should run the campaign for at least two weeks. Measure the improvement in business goals that occur as a result.

You will present your project and results to the class on either Tuesday, April 24<sup>th</sup> or Thursday, April 26<sup>th</sup>. Each group will have 15 minutes to present and answer questions. **Late presentations are NOT accepted. No exceptions.**

# Course Materials

## Required Materials

This course uses an online textbook (which can be purchased as a hard copy if you prefer), called *Digital Marketing Essentials*, and online digital marketing simulation, called *MIMIC Pro*. The price for both the textbook and simulation software is \$99.99. To register for both the textbook and simulation, go to: <https://home.stukent.com/join/175-4C9>.

## Communication

### Office Hours

Students seeking to discuss grades, personal issues, or assistance with their assignments/ projects, must set up an appointment (directly) to meet with the instructor during office hours. Appointments can be made online at [www.calendly.com/prof-ekpo](http://www.calendly.com/prof-ekpo) or using the Appointments section in Sakai (left navigation menu).

### Sakai

I will use Sakai to upload supplementary readings, make announcements, and post grades. **It is the student's responsibility to check Sakai on a frequent basis and keep up to date with new announcements.**

Cancellations and other announcements will also be posted here. You can set your preferences to notifications of items added to Sakai in the My Workspace > Preferences > Notification section.

### Email

Electronic communications to students will be done using your Rutgers email address provided to you. Not checking your Rutgers email is not an excuse for missing any communications. Please forward your Rutgers email to your personal email if necessary. If you choose to email the instructor, please note that **response to your emails are NOT immediate**, and may be responded to **Monday-Friday 9 am – 5 pm only**.

Please also note that **email is NOT an appropriate medium to discuss grades, assignments, projects, or personal matters (except as a follow-up from an office hour appointment)**, and will NOT be responded to. Instead, you should set up a virtual appointment to discuss these matters with the instructor.

### Big Blue Button (Sakai)

On days in which in-person class is canceled due to inclement weather or instructor travel, we will conduct class virtually using Big Blue Button. All students have access to Big Blue Button free of charge and can be accessed in Sakai. In the case of an online class session, notification will be given in advance via Announcement in Sakai and email to all students. Instructions for using Big Blue Button can be found in the Help section in Sakai or by contacting the OIT Help Desk. It is highly suggested that you test your computer for

compatibility with Big Blue Button, in advance of any online class session.

## Course Policies

### Late Work

**Late work is NOT accepted.** There are **no exceptions** to this policy.

### Extra Credit

Grades are determined based on students' mastery of course material. Extra credit opportunities are meant to supplement these efforts to give everyone a chance at the higher grade if they are feasibly within range of the higher grade. Extra credit is not a means to make-up missed work, assignments, or effort. Therefore, no more than two extra credit opportunities may be given for this course. The total worth of these opportunities will not exceed more than two percentage points.

## Accommodations

### Disability Services

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>.

If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please follow the instructions outlined on the Rutgers University-Camden Disability Services web site at: <https://learn.camden.rutgers.edu/disability-services-general-information>. Please note: students must present a letter of accommodation from the Rutgers-Camden Office of Disability Services, for accommodations to be made in this course.

Further inquiries should be directed to:

Ajeenah Nuriddin-Little

(856) 225-2722

Rutgers-Camden Disability Services

Armitage Hall, Room 240

311 North Fifth Street, Camden, NJ 08102-1405

E-mail: [ajeenah.nuriddin-little@camden.rutgers.edu](mailto:ajeenah.nuriddin-little@camden.rutgers.edu)

## Writing Help

In addition to the content, written assignments will be graded on writing quality. It is important in business writing to be clear, direct, and persuasive. Therefore, all papers should be written clearly, concisely, logically, and in keeping with rules of Standard English. Poor spelling, grammar, syntax, and punctuation will be penalized. If you have a writing weakness, you are strongly encouraged to seek help (free of charge) from the **Learning Center**, Armitage Hall Room 231, Phone: 856-225-6442, <http://learn.camden.rutgers.edu/writing-assistance>

## Tutoring

There may be topics that are a bit difficult to grasp. However, if you feel you are having excessive trouble grasping material, you are strongly encouraged to seek tutoring assistance from the **Learning Center**, Armitage Hall Room 231, Phone: 856-225-6442, <http://learn.camden.rutgers.edu/tutoring>

## Academic Integrity

You (the student) are responsible for making yourself aware of and understanding the policies and procedures in the Undergraduate and Graduate Catalogs that pertain to Academic Honesty. These policies include cheating, fabrication, falsification and forgery, multiple submissions, plagiarism, complicity and computer misuse. These policies can be found at <http://academicintegrity.rutgers.edu> in the Policy section. **If there is reason to believe you have been involved in academic dishonesty, you will be reported to the Office of Student Conduct.** You will be given the opportunity to review the charge(s). If you believe you are not responsible, you will have the opportunity for a hearing. You should consult with your instructor if you are uncertain about an issue of academic honesty *prior* to the submission of an assignment or quiz.

## Student Code of Conduct

Rutgers University is committed to providing courses that meet the highest standards of excellence with the mission of preparing participants to become productive members of society and good citizens of the world (Rutgers University Code of Student Conduct can be accessed at <http://studentconduct.rutgers.edu/university-code-of-student-conduct/>).

In general, 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 pager/cell phone to ring
- 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
- Threats and/or violence

Violations of the code should and will be reported to the Dean of Students:  
[deanofstudents@camden.rutgers.edu](mailto:deanofstudents@camden.rutgers.edu) or 856-225-6050.

If a violation is immediate and a potential threat is a concern, the Rutgers-Camden police should and will be

contacted at 856-225-6111.