



Principles of Digital Analytics
52:630:362
Term: Spring 2025
Mode of delivery: *online - asynchronous*

Professor: Jeffrey Podoshen
Office Phone: (856) 986-6295 (call or text until 9pm any day of the week)
E-mail: jpodoshe@camden.rutgers.edu
Office Hours: by arrangement

Key Fall 2024 Dates :

Spring 2025 classes begin	Tuesday, January 21, 2025
Last day to withdraw with a "W"	Thursday, January 30, 2025
Last day of classes	Monday, May 5, 2025
Final Exam period	Thursday, May 8 – Wednesday, May 14

Course Description

This course introduces students to the foundations of digital marketing practice and explores how to harness the power of digital within a business environment. Students will develop the skills and competency needed to create and organize digital assets into a sound digital marketing strategy, including: search engine optimization, web design, paid search, paid advertising, email marketing, mobile, and social media.

Course Learning Objectives

The primary goals of the course are to get students to:

1. Practice and engage with the basic concepts of marketing analytics
2. Appreciate the power of these concepts when they are used as guides for understanding marketing problems and developing marketing programs
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 quantitative data
5. Make connections between digital marketing and other areas of business

Please see each week's individual objectives in Canvas.

School of Business-Camden Program Learning Goals

Learning Goal: Critical Thinking and Analytical Decision Making

Students will be able to critically use information and data to analyze, interpret, and solve business problems.

Learning Goal: Ethical Reasoning

Students will realize that organizations and their actions affect different stakeholders; they will demonstrate the ability to identify and weigh the ethical implications of these actions.

Course Materials:

TEXTBOOK AND SIMULATION (REQUIRED):

Required Book

Digital Marketing Analytics: Strategic Decision-Making
Nathan David
Stukent Publishing, 2022
ISBN: 9781734688849

Simulation+Textbook Bundle

Register for the simulation and course materials using this link:

<https://join.stukent.com/join/D94-8F4>

OTHER:

Narrated lectures, readings, and other posted material is available on the class Canvas site. This course will also use various periodicals and websites (Wall Street Journal, Financial Times, etc) as a supplement.

How to succeed in this course

- Read all text material assigned for each class

- Follow instructions in all assignments
- Start assignments early and get feedback from the instructor if you are confused about something
- Consult/meet with the professor immediately when you need help.
- If an online tool is used (Canvas, specific software, etc.) ensure that you can access and use it appropriately.

Diversity Statement

This class strives to be an inclusive community, learning from the many perspectives that come from having differing backgrounds and beliefs. As a community, we aim to be respectful to all. We reject all forms of prejudice and discrimination, including but not limited to those based on age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, and veteran status. Faculty and students are expected to commit to creating an environment that facilitates inquiry and self-expression, while also demonstrating diligence in understanding how others' viewpoints may be different from their own.

Our goal as a learning community is to create a safe environment that fosters open and honest dialogue. We are all expected to contribute to creating a respectful, welcoming, and inclusive environment. To this end, classroom discussions should always be conducted in a way that shows honor, respect, and dignity to all members of the class. Moreover, disagreements should be pursued without personal attack and aggression, and instead, should be handled with grace and care. This will allow for rigorous intellectual engagement and a deeper learning experience for all.

Pronouns

This course affirms people of all gender expressions and gender identities. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

Chosen Name (Preferred Name)

If you have a chosen name or preferred name other than what is listed on the roster, kindly let me know.

COMMUNICATION and USE OF CANVAS

EMAIL- USE YOUR RUTGERS EMAIL ADDRESS

All communications to students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary.

Not checking your Rutgers email is not an excuse for missing any communications.

CANVAS

Canvas is the learning management system used for this course. Posted will be the syllabus, resources, Power Point slides, announcements, guides, etc. To access this system, go to <http://canvas.rutgers.edu> log in, and click on the course in the dashboard. For technical support 833-648-4357 or help@camden.rutgers.edu.

Class Materials:

All class materials can be obtained via Canvas. You are strongly encouraged to access this course via Canvas several times a week. You can imagine that the class seamlessly "runs" through from day 1 (Tuesday) to day 7 (Monday).

CLASSROOM POLICIES

Exam, Quizzes, Assignment Make-up Policy

Make-up Work Policy: If, for a university-approved reason, you cannot complete a quiz, assignment, or

exam during the scheduled time, you must give me written notice via email (jpodoshe@camden.rutgers.edu) at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (e.g., emergency hospitalization), contact me as soon as possible after the missed work and provide written documentation. The ability to make up work for non-university approved reasons is not guaranteed. The professor reserves the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

Late Work Policy: All work must be completed and uploaded to Canvas by the specified due date (with the exception of a university-approved, documented, and professor or Dean of Students verified reason; see Make-up Work Policy above). Any work submitted after the due date and time will receive a reduction of one full letter grade for each day that it is late.

Incompletes: "Incompletes" will only be given through prior consultation, under extreme circumstances, and when completion of the course requirements in question would substantially improve your grade. In the rare event when an "incomplete" is given, you must submit all of the agreed-upon work to me by the Rutgers registrar deadline to avoid the "incomplete" converting to an "F": <https://registrar.camden.rutgers.edu/gradeinstruction#incomplete>.

Assessments

WRITTEN ASSIGNMENTS - there will be a minimum of eight written assignments in this course. Grading rubrics are available in Canvas.

DISCUSSION BOARD ACTIVITY - There will be a minimum of four discussion board activities in this course. Discussions may involve any combination of prepared materials, journal articles, textbook readings, mini-cases, problems, videos, or other resources. Grading rubrics are available in Canvas.

SIMULATION – There will be a simulation utilized in this course that contains nine rounds. All rounds must be completed by the specified due dates.

QUIZZES - There will be four quizzes in this course that all are required.

There is no extra credit in this course. Perform and submit your very best work the first time as you will not have the opportunity to resubmit work.

Course Grading

The assignment of final grades, the course requirements will be weighted approximately as follows:

Written Assignments	105 points
Simulation	100 points
Quizzes	28 points
Discussions	8 points
Google Analytics	5 points
Final	30 points

Final Grade Ranges

90 and above	= A
86-89.99	= B+
80-85.99	= B
76-79.99	= C+
70-75.99	= C
65-69.99	= D
Under 65	= F

Disability Services/Accommodations

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact <https://success.camden.rutgers.edu/disability-services>.

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

Academic Integrity

The Academic Integrity policy can be found at <https://studentconduct.rutgers.edu/processes/university-code-student-conduct> <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>

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.

Academic Integrity means that you (the student) must:

- 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 your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure 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 is maintained and enhanced.

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.

Artificial Intelligence Use

Use Prohibited

The use of generative AI tools (such as ChatGPT, DALL-E, etc.) are not permitted in this class; therefore, any use of AI tools for work in this class may be considered a violation of Rutgers University's Academic Honesty policy and Student Conduct Code, since the work is not your own. When in doubt about permitted usage, please ask for clarification.

Code of Student Conduct

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University, you are expected adhere to the Code of Student Conduct.

To review the code, go to the Office of Community Standards:

<https://deanofstudents.camden.rutgers.edu/student-conduct>

Note that the conduct code specifically addresses disruptive classroom conduct, which means *"engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities."*

Expectations of Classroom Civility (online or in-person)

(source: the Assoc of College and University Educators)

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. ***(In general, you should treat others as you would like others to treat yourself. Be mindful that what is acceptable in a text or chatroom with friends may not be appropriate in a classroom or in an online conversation with an instructor.)***

- Classroom attendance is a necessary part of this course; therefore, (include specific requirements and any impact on grades).
- You are expected to do your own work. Cheating, plagiarism, and any other form of academic dishonesty will not be tolerated and will result in sanctions.
- Meaningful and constructive dialogue is encouraged in this class and requires a willingness to listen, tolerance for different points of view, and mutual respect from all participants. All course members will be expected to show respect for individual differences and viewpoints at all times.