



53:630:533:90 Digital Marketing Strategy
Fall 2023
Asynchronous Online

Dr. Ozum Zor
ozum.zor@rutgers.edu
Office Hours: By appointment

COURSE DESCRIPTION

Digital platforms are the most rapidly growing medium in history. In this digital age, there is a growing need for digital marketers. This course will familiarize students with digital marketing by adopting a practical approach. Students will develop the skills to solve real-world business problems and exploit digital business opportunities.

In this course, students will learn fundamental digital marketing strategies, including usability, analytics, and content, and explore a range of digital marketing tools, including search engines, display advertising, social media, and mobile. Students will practice their learnings in discussions and assignments involving in both individual and group work.

LEARNING GOALS AND OBJECTIVES

This course is designed to help students develop knowledge and practical skills. After completing this course, students will demonstrate the following:

- Critically evaluate business needs of a company and develop digital marketing recommendations to fulfill these needs.
- Understand, analyze, and utilize quantitative data to make digital marketing decisions.
- Effectively communicate their understanding of digital marketing concepts.
- Recognize and utilize a variety of digital tools and applications.
- Analyze and evaluate the development and execution of digital campaigns.

Students develop these skills and knowledge through actively participating the course activities and assignments.

COURSE MATERIALS

Textbook (Required). In this course, there will be reading assignments from two books. You will read “Stukent” book as fundamental readings and “Stokes” book as advanced reading. These books cover the course topics differently and, thus, both are required.

Fundamental (F): We will use Stukent’s **Digital Marketing Essentials** (written by Jeff Larson and Stuart Draper). This is an electronic textbook, and the authors of the book keep the content up to date by following the updates in digital landscape.

You can purchase the textbook from the bookstore or from Stukent. Please find the most economical solution for yourself between two options. Remember, students using financial aid can only use this by purchasing through the bookstore.

Purchase Option 1 – Bookstore: You can purchase access code for the textbook via the bookstore. To purchase your access code, go to the bookstore website: <https://universitydistrict.bncollege.com/>. Enter the course information (Department: 630; Course: 533; Section 90) to complete your purchase. Once you have purchased your access code from the bookstore, register for the textbook by going to: <https://join.stukent.com/join/556-CD8>

Purchase Option 2 – Stukent: You can purchase the book directly from Stukent with a price of \$79.99. To do this go to the course site on Stukent at: <https://join.stukent.com/join/556-CD8>

You can follow step by step instructions on purchasing the book from the following link: <https://stukenthelp.zendesk.com/hc/en-us/articles/360000509314-How-do-I-Pay-With-a-Credit-Card->

Please make sure to use your first and last name while registering in order to receive full credit for your work. If you run into any access issues, you can contact Stukent via email: support@stukent.com.

Advanced (A): We will also use the following book: Stokes, Rob. eMarketing: The Essential Guide to Marketing in a Digital World. 7th ed, 2018. You can download a free PDF of the textbook by following the following steps:

1. Go to <https://www.redandyellow.co.za/textbook/>
2. Click on the "Get the PDF"
3. You will receive the pdf via email.

Case Studies. There will be 2 case studies. You will complete the related briefings after reading these case studies. You can purchase them from our course pack on the Harvard Business Publishing Education website: <https://hbsp.harvard.edu/import/1192017>

Canvas. I will use Canvas extensively to post class materials, required readings, grades, and announcements. Therefore, please check Canvas each day. All assignments must be submitted via the Canvas-Assignments page. **If your content does not show, I cannot give you credit, or I cannot pursue you for the correct submission.** Remember, assignment deadlines require that students submit their work via Canvas on time. Please adhere to deadlines and submit your work on time.

Rutgers email. All official communications with 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.**

EXAM POLICIES

There are no exams in this course.

GRADING POLICY

Assignment	Max Points	Percentage
Written Briefings (4 briefings*4 pts each)	16 points	16%
Discussion Posts (7 posts*2 pts)	14 points	14%
Discussion Responses (7*2 responses*1 pts)	14 points	14%
Digital Marketing Project- Phase I (team pts)	16 points	16%
Digital Marketing Project- Phase II (team pts)	16 points	16%
Digital Marketing Project- Content (ind. pts)	4 points	4%
Digital Marketing Project- Self & Peer Eval (ind. pts)	4 points	4%
Participation	8 points	8%
Checkpoint Tests (2*4 pts each)	8 points	8%
TOTAL	100 points	100%

Your points from each component will be summed. The final course grade will be as follows.

A	90 and above
B+	84.5 - < 89.4
B	79.5 - < 84.4
C+	74.5 - < 79.4
C	69.5 - < 74.4
D	60.0 - < 69.4
F	Below 60

Written Briefings (16%). You will complete four briefings to support your learning. Three briefings will be about a digital giant, Google. In the first week, you will read a case study about Google and keep investigating it by writing briefings (briefings #1, 2, and 4). Briefing #3 will be about another case study. Written briefings will be completed independently. Each briefing should be a maximum of 2 pages.

Discussions (14% Posts & 14% Responses). The discussion site will open from Tuesday to Monday. Since the discussions are collective work simulating in-class discussions in a virtual space, late submission is not feasible/possible.

- **Discussion Posts:** The discussion posts will be related to the topic that we covered in the related module. By doing this assignment, you'll have a chance to share your insights and opinions with your classmates.

- **Responses.** You will write two responses under each discussion. By doing this assignment, you'll have a chance to read your classmates' insights and opinions.

Digital Marketing Project (16% Phase I & 16% Phase II & 4% Content & 4% Evaluation).

This project will give you an opportunity to demonstrate your understanding of digital marketing practices. You will apply your learnings and pitch your recommendations to a client. In the first part of the project, you will examine your client's current digital performance. In the second part, you will develop a digital marketing campaign. This project involves team collaboration. You will organize into teams with a maximum of 5 members. It is essential that all team members coordinate and participate in good faith with their team. As a default, all team members will receive the same grade (except for the self-assessment and peer evaluation). However, in the unlikely event that a member(s) fails to participate in teamwork, I reserve the right to investigate the situation and adjust the grade down, including receiving zero points, for the team member(s).

Participation (8%). You'll earn points by watching lectures and attending extra discussions. You must watch lectures each week via VoiceThread and submit them to confirm that you watched them. Additionally, there will be an extra discussion during the course. You'll earn points by sharing content and responding to other students' contributions. These discussions aim to enhance your understanding of the course content and connect it to the real world. For instance, you will be sharing digital marketing-related events, news, media, advertisements, and/or connecting ideas from other classes, reporting on industry speakers or academic research.

Checkpoint Tests (8%). There will be two small tests to measure your learning objectively. They will cover the course material (e.g., lectures and readings) and help you to keep yourselves on track with the material. You will complete them via Canvas.

Deadlines. Unless indicated otherwise, all assignments must be turned in through Canvas by the date and time specified. Assignments delivered after the deadline will have their scores reduced by 1% of the maximum score for every hour it is overdue. Please notify me in advance if you need to make alternative arrangements.


Note that your final grade is not subject to negotiation.

ONLINE FORMAT AND SCHEDULE

This class runs from Tuesday (Day 1) to Monday (Day 7). We will start a new topic on Tuesday. You are expected to complete readings during the week. All assignments, discussions, and tests will be due on Monday. I strongly recommend that you start working on them earlier in the week. The deadlines are strictly enforced. The class follows a rigorous schedule, and you should expect to be working at least as many hours as with a traditionally scheduled class (5-7 hours). Plan to log into Canvas at least a few times a week to complete activities for this course.

CLASS SCHEDULE (Please note I reserve the right to make changes to this course schedule, if needed.)

*every module starts on Tuesday, and assignments are due on Mondays.

Module	Week of	Topic	Readings	Assignments
1	9/3& 9/10	Course Intro; Digital Marketing Foundations	Stokes, Ch.1&2 Case: “Google”	Briefing 1 Discussion 1
2	9/17	Digital Usefulness & Usability	Stukent, Ch.2 Stokes, Ch.6	Briefing 2
3	9/24	Digital Analytics	Stukent, Ch.3	Discussion 2 Digital Marketing Project: Forming teams
4	10/1	Data-Driven Marketing	Stokes, Ch.20 Case: “Rocket Fuel”	Briefing 3 (Rocket Fuel) Digital Marketing Project: Deciding on a client
5	10/8	Search Engine Optimization (On-Site)	Stukent, Ch.4	Briefing 4
6	10/15	Search Engine Optimization (Off-Site)	Stukent, Ch.5	Checkpoint Test I
7	10/22	Content Marketing	Stokes, Ch.9	Digital Marketing Project: Phase I
8	10/29	Paid Search Marketing	Stukent, Ch.6	Discussion 3
9	11/5	Display Advertising	Stukent, Ch.7	Discussion 4
10	11/12	Social Media Marketing	Stukent, Ch.9&10	Discussion 5
11	11/19	Email & Mobile Marketing	Stukent, Ch.8&12	Discussion 6 Digital Marketing Project: Phase I Revision
	11/26	 THANKSGIVING WEEK		Checkpoint Test II
12	12/3	Online Reputation Management	Stukent, Ch.11	Discussion 7
	12/9	Digital Marketing Project: Phase II		

PREPARATION POLICY

Expect me to prepare properly for each session. I expect the same of you. Complete all background reading and written assignments. Participate in weekly discussions. You cannot learn if you are not prepared.

As a student, you are expected to:

- Spend approximately 5-7 hours per week to keep up with this course material.
- Complete all assignments on time.
- Produce college-level quality writing.
- Earn your grade by actively participating in online discussions.

Acceptable and Unacceptable Use of AI

The use of generative AI tools (e.g., ChatGPT, Dall-e, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas
- Fine-tuning your thoughts
- Finding information on your topic
- Drafting an outline to organize your thoughts
- Checking grammar and style.

The use of generative AI tools **is not** permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you.
- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). **Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty.** Any assignment that is found to have used generative AI tools in unauthorized ways based on guidelines in this syllabus, will be subject to report of a violation of Academic Integrity and thus the appropriate adjudication. When in doubt about permitted usage, please ask for clarification.

COMMUNICATION POLICY

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.

Communication with Me

Note that during the week, from Monday until Friday, I will try reply to all e-mails within 24 hours. Please do not expect an immediate response. (If you do not hear from me within 48 hours, please re-send your email as I may have overlooked or accidentally deleted your e-mail.) Although I check my e-mails a few times daily, I may not be able to completely answer all e-mails immediately upon receiving them. Note that I may also be traveling out of town on many weekends and may not be able to respond to weekend e-mails until Monday.

Communication with Other Students

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. Even though many of you are already aware of these protocols, they are explicitly stated here so that everyone is cognizant of the same protocols.

- You should treat others as you would like others to treat yourself.
- Be mindful that what is acceptable in a text or discussion with friends may not be appropriate in an online conversation.
- Never send offensive and insulting messages* (this is a violation of the Student Code of Conduct). If you disagree with something, say so and state your reasons.

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. If you would like to have your name changed within the rosters officially, go to:

<https://deanofstudents.camden.rutgers.edu/chosen-name-application>

ACADEMIC INTEGRITY

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

I do NOT tolerate academic dishonesty. Rutgers University takes academic dishonesty very seriously. **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. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Violations are taken seriously and will be handled according to University policy.

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: <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."

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.