College of Business + Economics

Marketing and Consumer Studies
MCS*4920 * Winter 2018
DIGITAL MARKETING

General Course Information

Instructor: Rob McLean, BA, MBA

Email	mclean01@uoguelph.ca
Office Location	MINS 213E
Office Hours	Tuesday 11:00am – 12:50pm, MINS213E
	Thursday 11:30pm – 12:50pm, MINS213E
Department/School	Marketing and Consumer Studies

Class Schedule: **Wednesday 2:30pm – 5:20pm, Macdonald Hall, Room 232**

Course Description

This course examines a variety of digital tools and tactics that can be engaged to implement actionable marketing strategies. We will examine the convergence of owned media, earned media and paid media in digital spaces, and learn how a strategic plan can be supported on digital marketing platforms. Marketing management principles, and the design, measurement and evaluation of communication programs will be viewed through the lens of digital marketing. Weekly lectures will be supplemented by discussions of business cases. As students learn about digital marketing, they will design their own digital marketing plan.

This course is designed to provide undergraduate students with an opportunity to gain an understanding of digital marketing communications tactics. Primary topics to be covered in this course include website development, organic and paid search, SEO, SEM, CRM, digital advertising, email marketing, digital marketing analytics, research, audience analysis, social media, content marketing, e-commerce, brand management, mobile marketing, and mobile analytics. Students are expected to develop analytical skills by analyzing actual business situations and problems, and proposing recommended solutions and courses of action.

Classes will take the form of lectures supported by PowerPoint slides (which will be available on CourseLink), videos, case analyses, and active class discussion. Student presentations will provide everyone an opportunity to actively share their knowledge with peers, while participating in the practical application of digital marketing.

Course Learning Outcomes

Upon successful completion of this course students will be expected to:

- Demonstrate developed knowledge of key terminology relating to digital marketing
- Identify and prioritize key digital marketing challenges and objectives
- Demonstrate the ability to identify, quantify and analyze online digital intelligence
- Recommend and justify digital marketing strategies and tactics for actual business situations that will provide practical solutions for clearly identified problems
- Demonstrate the capacity to communicate ideas and issues clearly and effectively on digital platforms for individuals, organizations, and businesses

Knowledge and Understanding:

This course will further your understanding of the role of digital marketing management in a business organization by helping you develop practical skills and strategies for engaging digital tools, strategies and tactics for marketing implementation and analytics.

Attitudes and Values:

The course is based on an active 12-week semester. One of the most effective and efficient uses of classroom time aims at reinforcing or clarifying what you have learned on an individual basis before entering the classroom. You should carefully read the assigned material and make a reasonable effort to prepare notes and any questions and/or insights on those readings prior to each class, and these materials will be discussed in class.

Indicative Content

The CourseLink page (address: http://courselink.uoguelph.ca) is foundational for this course, with regularly posted news, course information, and grades. It is an information centre where you will find *some* course information, but detailed class content will not always be posted – class attendance is essential for fulsome, effective learning. Students are encouraged to touch base with their peers for class discussions and/or materials if they are unable to attend a class. Attendance and engagement in all classes will greatly enhance learning outcomes.

On-Line Communication:
• CourseLink is the anchor for most course information
• Any announcements related to the course that are not made in class will be posted on the "news" board on the course site
• I may communicate with you via your central email account <uoguelph.ca> from time to time. You are required to check this account on a regular basis.
• I will only respond to emails sent to mclean01@uoguelph.ca. While I am relatively easy to find online at other locations, I will only respond to internal email.
• While I endeavour to check my email daily, students can reasonably expect a response from me within 48 hours (especially over a weekend).
• If your email is inappropriate in its tone or content generally, or is requesting information that was already clearly discussed in class, I may elect not respond to such emails.

Course Assessment

|	Value	Item	Goals	Date
Assignment 1:	5%	Google Digital Garage	Complete and submit certification	Jan 18
Assessment 2:	20%	Case Study Report	Submit an individual analysis of an assigned case study	TBD
Assignment 3:	30%	Digital Tools Analysis	Submit a written report (15%) and present your understanding (15%) of a unique digital marketing tool in an in-depth independent analysis	Jan 25 – Apr 4
Assessment 4:	25%	Digital Marketing Plan	Teams will write and submit a Digital Marketing Plan	Nov 16
Assignment 5:	20%	Final exam	Short answer questions	TBD
Total	**100%**			

Teaching and Learning Practices

Classes

There is no specific class participation grade allocated in this course. However, active class participation is strongly encouraged, and will be supported. You will do better in this course if you are present and engaged. Exam content will be based primarily on the actual content and context of the lectures, not just textbook content. This will include a lot of content that is drawn from current events and real-world digital marketing initiatives.

Active learning and sharing of your own experience will help you and your peers to achieve the learning objectives of this course. If you actively participate in classes, you will have a distinct academic advantage over those who do not – and you will find the classes much more interesting. We all will.

There will be limited CourseLink posts about specific in-class discussions and content, and video content will not be posted. You should therefore consult your peers if you miss a lecture. Content discussed in class will appear on the exams, so you should attend as many scheduled classes as possible.

Course Resources

Required Text:
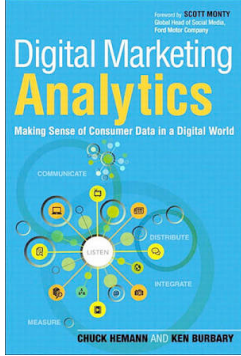
Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World
Chuck Hemann & Ken Burbary
ISBN-10: 0789750309 • ISBN-13: 9780789750303
©2013 • Que Publishing • Paper, 288 pp
Published 04/15/2013 •

There will also be a case pack of seven case studies required for this course. Additional readings of materials as announced in lectures/seminars will be posted on CourseLink.

Course Policies

General Policies

1. Lectures, seminars and in-class discussion: Recording of lectures by students is not allowed without the prior consent of the professor. Please understand that in order to communicate effectively, you have to focus, listen, and participate in the broader conversation – so please be considerate and participate in the main discussion.

2. Assignments: All assignments are noted in the course outline and information concerning assignments will either be posted on CourseLink or will be provided in-class. There are some individual and group assignments required for this course. Groups will be assigned during the second week of classes.

3. Missing a class cannot be "made up" by attending another class.

Course Policy on Group Work:

Grades for the main group project will be adjusted based on peer evaluation forms, to be submitted individually by each group member. The digital marketing plan project is designed to replicate a professional report. In a professional circumstance, weak contributors do not fare well. Please participate actively, if only to get used to doing so.

Grading Policies

Examination: There is one exam scheduled for this course. It will be derived from the content of the course text, any additional assigned readings, class lectures, seminars and discussions throughout the semester. It will be structured as a mix of multiple choice, true or false questions, and short answer questions, and the exact layout of the exam will be explained prior to the exam. This final examination will be cumulative and will cover the entire term's course content. Content for the exam will be thoroughly discussed in class, and students will be expected to be responsible for listening and taking appropriate notes.

Examination conflict: Students are responsible for ensuring that they do not have a time conflict with examinations in other courses or any other commitment, whatever its nature. You are not permitted to enrol in this course if you have a time conflict with another course.

A final note on grading policies for this course: your decision to forgo a lecture(s) over some other commitment (be it academic, university athletics or personal) is entirely at your discretion, but please be advised that the choices that you make with your schedule may impact your overall grades.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: http://www.csd.uoguelph.ca/csd/

Course Evaluation Information

Please refer to the Course and Instructor Evaluation Website.

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday, November 3rd. For regulations and procedures for Dropping Courses, see the Academic Calendar:

https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml.

Additional Course Information

Student Code of Conduct

As a student in the Marketing and Consumer Studies Department, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through ground-breaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives; self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:
1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities, etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation. Only legitimate absences (as noted above) will be considered as an excuse for missing lectures resulting in non-participation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone, and laptops). Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately and respectfully, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a business-style presentation, dress appropriately.
10. Provide thoughtful feedback at the completion of all courses. We are committed to continuous improvement but need your input to help us decide what to focus on.

Course Schedule and Key Dates

Week	Date	Theme	Chapter & Case Readings
1	Jan 10	DM landscape, media, overview, self-evaluation, bio, tech check	• Chapters 1, 2
2	Jan 17	DM concepts, tools overview, websites, research	• Chapters 3, 4, 15, 16
3	Jan 24	Channels, Channel Planning, Digital advertising, organic & paid search, SEO, SEM	• Chapters 5, 6, 17, 18, 19 • Case - Measuring ROI on Sponsored Search Ads
4	Jan 31	Digital sales funnel, CRM, B2B	• Case – HCL Technologies: Pushing the Billion Dollar Website
5	Feb 7	Email marketing	• Case - Jill's Table – Digitizing a retail legacy
6	Feb 14	Analytics, Audience analysis, engagement, digital influence	• Chapters 8, 9, • Case - Nettwerk: Digital Marketing in the Music Industry
READING WEEK – NO CLASSES Feb 19-23			
7	Feb 28	Social Media, social media listening, PR, social CRM	• Chapters 10, 11, 12, 21 • Case - Marketing Twitter: Competing as a Social Media Platform
8	Mar 7	Content Marketing, content analysis	• Chapter 7
9	Mar 14	Strategic planning, new products, e-commerce, customer service	• Chapters 13, 14 • Case – Audio Advice: Retail to E-tail
10	Mar 21	Brand Building, Brand reputation	• Case - LinkedIn: Bridging the Global Employment Gap
11	Mar 28	Integrating digital media, web & mobile, lead generation, ROI	• Chapter 22
12	Apr 4	Digital Marketing Analytics, measurement, mobile analytics	• Chapters 20

Note: The schedule of learning activities outline above may require modification from time to time. Any changes will be announced in class and/or on the CourseLink site.

University Grading Scheme

This course follows the University grading scheme outlined in the University Calendar:

A+ A A-	90-100% 85-89 80-84	**Excellent:** An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
B+ B B-	77-79 73-76 70-72	**Good:** A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
C+ C C-	67-69 63-66 60-62	**Acceptable:** An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
D+ D D-	57-59 53-56 50-52	**Minimally acceptable:** A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
F	0-49	**Fail:** An inadequate performance.