



22:630:590:84 Digital Marketing (Online)
Spring 2021
Online at <https://canvas.rutgers.edu>

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Virtual Office Hours: Mondays 5-6pm ET

COURSE DESCRIPTION

This course provides an introduction to Digital Marketing, and to the ways marketers adapt their strategies in our increasingly digital world. The course will familiarize students with the strategic aspects of digital customer experience, usability, analytics, digital content monetization, and online customer acquisition. Students will explore a range of digital marketing tools and tactics including content marketing, display advertising, digital video, search engines, social media, mobile, gaming, and more. A practical approach is adopted in this course. In addition to becoming acquainted with basic principles of digital marketing, students will begin to develop the skills to solve real-world business problems and exploit digital business opportunities.

COURSE DELIVERY MODE

This is a fully online, asynchronous, class-paced course taught on the Canvas learning management system. To access the course, please visit <https://canvas.rutgers.edu/>. All live, scheduled events for the course, including my office hours, are optional.

For more information about course access or support, contact the Online Learning Help Desk via email at help@canvas.rutgers.edu or call 848-932-4702.

COURSE MATERIALS

- Required Course Material:
 - o **Textbook:** Stokes, Rob. eMarketing: The Essential Guide to Marketing in a Digital World. 6th ed, 2018. Go to <https://www.redandyellow.co.za/textbook/> to download a free PDF of the textbook (See "eBook: Free pdf of the textbook" instructions about halfway down the page).
 - o **Case Studies:** You are required to purchase case studies from our course pack on the Harvard Business Publishing Education website at <https://hbsp.harvard.edu/import/790724>.
- Check Canvas and your official Rutgers email account regularly.
- Hardware & Software Requirements:

- Student systems should capably support a full Windows10 Professional environment with Office365, RBS course-specific applications and virtual computing environments. Minimum recommended requirements include:
 - I5 Processor
 - Windows 10 Professional
 - 8gb of RAM
 - 256gb hard drive
 - 720p webcam
 - Internal mic
 - Students will use Zoom (integrated within Canvas) to participate in Office Hours for this course.
 - Activating your Zoom Account: <https://it.rutgers.edu/zoom/knowledgebase/how-to-create-your-rutgers-zoom-account/>
 - Signing into your Rutgers Zoom Account: <https://it.rutgers.edu/zoom/knowledgebase/how-do-i-log-into-my-zoom-account/>
 - Additionally, students can download most needed software from RU software portal: <https://it.rutgers.edu/software-portal/>
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LEARNING GOALS AND OBJECTIVES

- Students who complete this course will demonstrate the following:
 - Critically evaluate a company's business needs and develop digital marketing recommendations that fulfill those needs.
 - Understand, analyze, and utilize quantitative data to make digital marketing decisions.
 - Effectively communicate their grasp of digital marketing concepts.
 - Comprehend owned, paid, and earned media and identify key players in the digital media ecosystem.
 - 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 the following course activities and assignments:
 - Participating in online discussions, exercises, case studies, and other activities.
 - Researching an assigned digital publisher throughout the semester.
 - Preparing and submitting 2-4 page written research briefings and Case Study analyses, related to class topics.
 - Completing 2 online quizzes that assess your knowledge of course material.
 - Developing and delivering a digital marketing recommendation proposal and presentation.
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ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu>). I will strongly enforce this Policy and pursue all violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, *"On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment."* I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare

the work against a large database of past work. Don't let cheating or plagiarism destroy your hard-earned opportunity to learn. See <http://business.rutgers.edu/ai> for more details.

ATTENDANCE AND PARTICIPATION POLICY

- This course is an online, facilitator-led, asynchronous course. This means there are no required online meeting times. The course assessments and activities, however, have firm deadlines. This course is not purely self-paced; you will be expected to interact with the rest of the class each week and complete activities in a timely manner.
 - Be sure you are logging into the course in Canvas each week, including weeks with holidays or weeks with minimal online course activity. (During most weeks you will probably log in many times). If you have a situation that might cause you to miss an entire week of class, discuss it with me as soon as possible.
 - Expect me to prepare properly for each online module. I expect the same of you. Complete all background reading and written assignments. To be successful in this course, you should plan to dedicate approximately 5-9 hours on it per week.
 - All live sessions, including instructor office hours, are optional. For live presentations, I will provide a recording that you can watch later. If you need to discuss an assignment with me but cannot attend my scheduled office hours, please contact me to schedule another time to talk.
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CLASS CONDUCT

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful. I try to foster an interactive environment, where we can all learn from each other.

- Writing style: This course requires participation in online discussion boards with your instructor and classmates. While you don't need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for non-academic topics. Please also refrain from using all CAPITAL LETTERS, as this is often interpreted as shouting.
- Tone and civility: Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. Treat your instructor and fellow students with respect at all times, and in all communications.
- Citing your sources: When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)
- Backing up your work: Consider composing your academic posts in a Word document, where you can save your work, and then copying into the online discussion in Canvas.

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- I will generally reply to e-mails within 24 hours on weekdays. Please include the Course Number in the subject line of your email for the fastest reply.

We value mutual respect and responsibility, as these are fundamental to our educational excellence both inside and outside the classroom. To that end, maintaining the caliber of classroom excellence requires students to adhere to the same behaviors that are expected in professional career environments.

All Rutgers Business School students are held to our Code of Professional Conduct, which can be found here: <https://myrbs.business.rutgers.edu/students/code-professional-conduct>.

GRADING POLICY

Final course grades are calculated out of 100%, broken down as follows:

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|-------------------------|-------|
| Briefing Assignments: | 15% |
| Case Study Assignments: | 10% |
| Quizzes: | 25% |
| Group Project, part 1: | 10% |
| Group Project, part 2: | 25% |
| Participation: | 15% |
| | ===== |
| | 100% |

Briefing Assignments (15% of final grade): Completed independently. Use primary and secondary sources to write 2-4 page “briefings” about your assigned publisher throughout the semester, as indicated on the course schedule.

Case Study Discussions (10% of final grade): Analyze business case studies and participate in online discussions about assigned business cases throughout the semester, as indicated on the course schedule. Please note that Case Study discussion assignments will not be accepted late for class credit.

Quizzes (25% of final grade): Two online quizzes throughout the semester to reinforce your learning. Please note that quizzes can only be rescheduled for University-excused absences. Please discuss potential conflicts with your quiz dates as early as possible.

Group Project, part 1 (10% of final grade): To be completed with your assigned publisher team. Groups will assess the digital usability and performance of a real brand.

Group Project, part 2 (25% of final grade): Groups will receive a digital marketing Request for Proposal (RFP) for a real brand and work together with their assigned publisher teams to develop a digital marketing recommendation presentation that meets the specifications of the client.

Participation (15% of final grade): Complete class exercises, short written assignments, and other small activities to enhance your learning throughout the semester. Please note that most participation-based assignments will not be accepted late for class credit.

Unless noted otherwise above, assignments will be accepted late with a grade penalty.

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The final course grade will be as follows.

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| A | 93.0% + |
| A- | 90.0 - < 93.0 |
| B+ | 87.0 - < 90.0 |
| B | 83.0 - < 87.0 |
| B- | 80.0 - < 83.0 |
| C+ | 77.0 - < 80.0 |
| C | 73.0 - < 77.0 |
| C- | 70.0 - < 73.0 |
| D | 60.0 - < 70.0 |
| F | < 60.0% |

Note that your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me (along with supporting documentation) within one week of receiving your final grade. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot give you a grade that you did not earn, and it is dishonest to attempt to influence me to do so.

COURSE SCHEDULE

| Module | Week Ending | TOPIC | ASSIGNMENTS DUE |
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| 1 | 1/24/21 11:59pm (Sun) | Setting the Stage: Marketing in a Digital World <ul style="list-style-type: none">- Customer Decision Making- The New Marketing Mix | Discussion Prompt & Responses: <ul style="list-style-type: none">- Class Introductions & Marketing Mix Reflection Activity: <ul style="list-style-type: none">- Syllabus & Policies Quiz- Sign up for a digital publisher |
| 2 | 1/31/21 11:59pm (Sun) | Digital Marketing Ecosystem <ul style="list-style-type: none">- Google & Facebook case studies | Required Reading: (see <i>HBSP Course Pack</i>) <ul style="list-style-type: none">- "Alphabet's Google," #MH0055-PDF-ENG- "Facebook, Inc." #MH0062-PDF-ENG- Check Canvas for additional reading Assignment: <ul style="list-style-type: none">- Google <u>OR</u> Facebook Case Study analysis (for peer review) |
| | 2/7/21 11:59pm (Sun) | Digital Marketing Ecosystem, cont. <ul style="list-style-type: none">- Key takeaways about case studies & digital marketing ecosystem | Discussion Prompt & Responses: <ul style="list-style-type: none">- Google <u>AND</u> Facebook Case Study questions |

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| 3 | 2/14/21 11:59pm (Sun) | Digital Customer Experience <ul style="list-style-type: none"> - User Experience (UX) & User Experience Design (UXD) for managers - Digital Usability and Design - Usability Testing | Required Reading: <ul style="list-style-type: none"> - Stokes, Chap 5 & pp 133-138 (Sect 6.4.5) - Check Canvas for additional reading Discussion Prompt & Responses: <ul style="list-style-type: none"> - Digital Usability Assignment: <ul style="list-style-type: none"> - Briefing #1: Digital Usability |
| 4 | 2/21/21 1159pm (Sun) | Digital Analytics <ul style="list-style-type: none"> - Definitions and Metrics - Technology and Tools - Outcomes and Testing | Required Reading: <ul style="list-style-type: none"> - Stokes, pp. 44-55 (Sect 3.3-3.9) & Chap 21 - Check Canvas for additional reading Activity: <ul style="list-style-type: none"> - Google Analytics Exercise Assignment: <ul style="list-style-type: none"> - Briefing #2: Digital Analytics |
| 5 | 2/28/21 11:59pm (Sun) | Digital Media <ul style="list-style-type: none"> - Defining digital media types - Intro to paid media / digital advertising - Digital ad formats - Organizing for advertising Intro to Group Project | Required Reading: <ul style="list-style-type: none"> - Stokes, pp. 297-301 (Sect 12.7) - Check Canvas for additional reading Discussion Prompt & Responses: <ul style="list-style-type: none"> - Digital Media Types Assignment: <ul style="list-style-type: none"> - Briefing #3: Digital Media |
| 6 | 3/7/21 11:59pm (Sun) | Display Advertising <ul style="list-style-type: none"> - Creative - Serving & Targeting - Buying & Selling - Pricing & Measurement | Discussion Prompt & Responses: <ul style="list-style-type: none"> - Display Ads QUIZ 1 (Sun 3/7): <ul style="list-style-type: none"> - Modules 3-5 |
| 7 | 3/14/21 11:59pm (Sun) | Social Media Marketing <ul style="list-style-type: none"> - Maersk Line Case Study - Social Media Advertising | Required Reading: <ul style="list-style-type: none"> - “Maersk Line: B2B Social Media - "It's Communication, Not Marketing"” #B5779-PDF-ENG (<i>see HBSP course pack</i>) - Stokes, Chap 16 - Check Canvas for additional reading Discussion Prompt & Responses: <ul style="list-style-type: none"> - Maersk Line Case Study questions Assignment: <ul style="list-style-type: none"> - Briefing #4: Social Media Marketing |
| | 3/15/21- 3/21/21 | NO CLASS - SPRING BREAK! | |

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| 8 | 3/28/21 11:59pm (Sun) | Content Marketing - Background & Strategy - Tactics & Tools - Native Advertising | Required Reading: - Stokes, Chap 15 - Check Canvas for additional reading Discussion Prompt & Responses: - Native Advertising GROUP PROJECT PART 1 DUE |
| 9 | 4/4/21 11:59pm (Sun) | Digital Video & Audio - Disney+ Case Study - Digital Video & Audio Advertising | Required Reading: - Stokes, Chap 19 - “The Video-Streaming Wars in 2019: Can Disney Catch Netflix?” #519094-PDF-ENG (see <i>HBSP Course Pack</i>) - See Canvas for additional reading Discussion Prompt & Responses: - Disney+ Case Study questions Assignment: - Briefing #5 (Digital Video & Audio) |
| 10 | 4/11/21 11:59pm (Sun) | Search Engines - Keyword Strategy - Search Engine Optimization (SEO) - Search Engine Marketing (SEM) | Required Reading: - Stokes textbook, Chap 8 - Check Canvas for additional reading Activity: - Keyword strategy exercise |
| 11 | 4/18/21 11:59pm (Sun) | Ecommerce & Omnichannel Retailing - Defining - Strategy - Tactics | Required Reading: - See Canvas for readings Discussion Prompt & Response: - Ecommerce QUIZ 2 (Sun 4/18): - Modules 7-10 |
| 12 | 4/25/21 11:59pm (Sun) | Submission of Digital Marketing Proposal and Presentation , on behalf of your digital publisher portfolio (Google or Facebook) | GROUP PROJECT PART 2 DUE Post Group Project presentations to discussion board |
| 13 | 5/2/21 11:59pm (Sun) | Submission of individual team member reviews Submission of 2 Project Presentation Reviews | Individual Team Member Surveys due 2 Group Project Review Surveys due |

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey,

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provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at <http://ods.rutgers.edu>. Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu.

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy. Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu.

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed. Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu.

If you have experienced any form of ***gender or sex-based discrimination or harassment***, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>. Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7. You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does not have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu.

If students who have experienced a ***temporary condition or injury*** that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu>.

If you are a ***military veteran*** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services: <http://veterans.rutgers.edu/>.

If you are in need of ***mental health services***, please use our readily available services. Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>. MSDM students may also access free, confidential counseling services 24/7 from My SSP. Search 'My SSP' from either the Apple App Store or Google Play and download the free app to schedule a call or video session. Or call direct 1.866.743.7732 (If calling from outside North America, dial 001.416.380.6578).

If you are in need of ***legal services***, please use our readily available services: <http://rusls.rutgers.edu/>.

Students experiencing difficulty in courses due to ***English as a second language (ESL)*** should contact the Program in American Language Studies for support. Rutgers–Newark: PALS@newark.rutgers.edu.

If you are in need of additional ***academic assistance***, please use our readily available services: Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>
Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>