



COLLEGE of
CHARLESTON

SCHOOL OF BUSINESS

DEPARTMENT OF MANAGEMENT & MARKETING



COURSE SYLLABUS
MKT 345-01, 02 DIGITAL & SOCIAL MEDIA MARKETING
FALL 2020

Sections 12693, 12694 MW 2:00-3:15 (Sec 01), 3:25-4:40 (Sec 02)

ONLINE VIA ZOOM & OAKS

Professor: Dr. Jennifer B. Barhorst
Phone: (843) 953-4810
Email: barhorstj@cofc.edu

Office Hours: Zoom *by appointment only* (email barhorstj@cofc.edu to make an appointment)

Required Text: Check Oaks

Prerequisites: ECON 200, ECON 201, MKTG 302

COURSE DESCRIPTION

Due to technological advances, today's marketing landscape is continuously evolving. It is a landscape that not only provides tremendous opportunities for today's marketer, but it is also an environment fraught with risk. As such, today's marketing manager must be equipped with the knowledge and tools to thrive in this environment.

This course prepares students with a fundamental understanding of digital marketing channels and strategy. It covers the principles of digital marketing including search engine optimization (SEO), conversion optimization, email marketing, social media marketing, mobile marketing, content strategy, paid and organic search advertising, social listening, and new and emerging marketing media.

Upon completion of this course, students should be able to:

1. Understand the primary strategies and channels of digital marketing
2. Think strategically about the implications of changes to the digital marketing landscape
3. Identify and implement best practice across multiple digital channels
4. Use analytics data to make informed assessments and action plans

SCHOOL OF BUSINESS LEARNING GOALS



1. **Communication skills:** students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner. *Assignments, classroom discussions and the group project support the achievement of this goal.*
2. **Quantitative fluency:** students will demonstrate competency in logical reasoning and data analysis skills. *Classroom discussions, completion of certifications and group projects support the achievement of this goal.*
3. **Global and civic responsibility:** students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in address these issues. *A focus on the global political, economic, social, technological, environmental and legal aspects of digital marketing via class discussions and the group project support the achievement of this goal.*
4. **Intellectual Innovation and Creativity:** students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems. *Class discussions, the group presentation and project provide ample opportunities for students to demonstrate these skills and to support the achievement this goal.*
5. **Synthesis:** students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks. *Classroom discussions, completion of certifications and group projects support the achievement of this goal.*

LEARNING OUTCOMES

1. **Search Engine Optimization** – understand the importance of SEO and organic and paid search strategies. Use SEO tactics covered in the course to create a strategy to optimize rankings.
2. **Online Advertising** – understand the various methods of online display advertising.
3. **Content Marketing** – understand the nature of search and the role of content marketing in achieving conversions. Create content designed to drive conversions.
4. **Web Analytics** – Identify and use KPIs to make informed decisions and increase conversion and/or engagement rates
5. **Email Marketing** – Understand and best practices in marketing to drive conversion via email.
6. **Social Media** – Utilize knowledge of social media tactics to design an effective social media campaign.
7. **Ethics, laws and governance** – understand the issues, ethical challenges and various data protection laws that will influence current and future decision making.



TEACHING PHILOSOPHY AND CLASSROOM APPROACH

Having spent the majority of my career outside of academia, I believe in facilitating learning *experiences* that will not only help you to learn the topics covered in class, but to actually perform on the job. The class is therefore comprised of several activities focused not only on reviewing and learning content, but also practical exercises that will build your skills and confidence. We do this through five key activities:

- Textbook chapters and other assigned readings
- Lectures and discussions
- Exams
- Completion of certifications
- Group simulation that provides practical experience

The best classes are fun, interesting, interactive and thought provoking. We therefore all have a role to play in ensure that these criteria are met. For my part, I will come to class prepared with lectures that are not only based on our topics for the week, but intertwined with interesting examples and fun activities. For your part, I expect you to be prepared for class by completing assigned readings in advance of class and being ready to actively participate in class discussions and activities.

COURSE REQUIRMENTS AND EVALUATION

Your final grade is comprised of the following:

	Percent
Certifications	10%
Website group project	10%
Quizzes	12%
Exam 1	25%
Exam 2	25%
Speaker event/Guest Speaker attendance	3%
Simulation – rounds 1-6	10%
Current Events Submission & Discussion	5%
Total	100%

1. CERTIFICATIONS

Hootsuite – *Hootsuite Platform + Social Media certifications* (3.75%), SEMRush Keyword Research (1.25%), Hubspot Social Media Marketing (1.25%), & Google Analytics IQ Certifications (3.75%) worth 10% of your final grade.

2. WEBSITE GROUP PROJECT

Group project where you will create a brand of your group's choice and design/build a website worth 10% of your final grade. Check Oaks for details.



3. QUIZZES & EXAMS

12 quizzes worth 12% of your final grade. Two exams worth 50% of your final grade. Exams will include questions from the text and class lectures.

4. SPEAKER EVENT/GUEST SPEAKER ATTENDANCE

Required attendance at various speaker events/guest speakers via ZOOM worth 3% of your final grade. Check Oaks for dates/times.

5. GROUP CURRENT EVENTS DISCUSSION

Group current events submission/discussion worth 5% of the final grade. Check Oaks for instructions.

6. GROUP SIMULATION – SIX ROUNDS

Completion of digital marketing simulation worth 10% of your final grade that will enable you to practice SEO, keyword strategy, email strategy, and much more!

WEEKLY READING

In order to be prepared for weekly discussions, you should pay careful attention to the ‘**Assignment**’ section of the schedule and ensure that you read the assigned chapters and articles ***before*** class.

GRADING SCALE

100 - 94 (A); 93 – 90 (A-); 89 - 87 (B+); 86 - 83 (B); 82 – 80 (B-); 79 -77 (C+); 76 - 73 (C); 72 – 70 (C-); 69 - 67 (D+); 66 - 63 (D); 60 – 62 (D-); else (F)

CLASS POLICIES

1. Attendance:

- Attendance for each class period is recommended. Classes will take place online via Zoom from 2:00-3:15 for section 01 and 3:25-4:40 for section 02. Classes will be a combination of recorded lectures and live Zoom sessions. Check dates on syllabus.
- Class sessions will be recorded via both voice and video recording. By attending and remaining in this class, the student consents to being recorded. Recorded class sessions are for instructional use only and may not be shared with anyone who is not enrolled in the class



2. Deadlines

- Failure to meet deadlines will **result in a zero** on exams/assignments/ group projects.
- Failure to complete an online quiz or exam by the deadline will result in a zero.

3. Grades

Please note that I have a **strict** policy with regard to grades.

- I **do not** negotiate grades.
 - Final grades are rounded up to the nearest .5 – so an 89.3 will be recorded as an 89.5 and a B+, whereas an 89.6 will be recorded as a 90 and A-.
 - I **do not** provide extra credit at the end of the semester, so please do your very best all throughout.
 - I **will not** discuss grades over email, or after class. **Make an appointment** if you would like to discuss a particular aspect of your grade.
4. **Lying, cheating, attempted cheating, and plagiarism** are violations of our Honor Code that, when suspected, are investigated. Each incident will be examined to determine the degree of deception involved.
- Incidents where the instructor determines the student's actions are related more to misunderstanding and confusion will be handled by the instructor. The instructor designs an intervention or assigns a grade reduction to help prevent the student from repeating the error. The response is recorded on a form and signed both by the instructor and the student. It is forwarded to the Office of the Dean of Students and placed in the student's file.
 - Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XXF in the course, indicating failure of the course due to academic dishonesty. This status indicator will appear on the student's transcript for two years after which the student may petition for the XX to be expunged. The F is permanent.
 - Students can find the complete Honor Code and all related processes in the Student Handbook at: <http://deanofstudents.cofc.edu/honor-system/studenthandbook/>.”

5. Student Honor Code:

- Students are expected to abide by the [Honor Code and the Student Handbook: A Guide to Civil and Honorable Conduct](#)

6. Disabilities:

- If you have a documented disability and are approved to receive accommodations through SNAP Services, please contact me.

THE PROFESSOR RESERVES THE RIGHT TO CHANGE THIS SYLLABUS