

 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Graduate Programs		UGPC Approval _____ UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner _____ Catalog _____	
	Department College (To obtain a course number, contact erudolph@fau.edu)			
Prefix Number	(L = Lab Course; C = Combined Lecture/Lab; add if appropriate) Lab Code	Type of Course	Course Title	
Credits (Review Provost Memorandum)	Grading (Select One Option) Regular	Course Description (Syllabus must be attached; see Guidelines)		
Effective Date (TERM & YEAR)	Sat/UnSat			
Prerequisites <i>Prerequisites, Corequisites and Registration Controls are enforced for all sections of course.</i>		Academic Service Learning (ASL) course Academic Service Learning statement must be indicated in syllabus and approval attached to this form.		
		Corequisites	Registration Controls (For example, Major, College, Level)	
Minimum qualifications needed to teach course: Member of the FAU graduate faculty and has a terminal degree in the subject area (or a closely related field.)		List textbook information in syllabus or here		
Faculty Contact/Email/Phone		List/Attach comments from departments affected by new course		

Approved by Department Chair _____ <i>MA</i> College Curriculum Chair _____ <i>Anita Pennathur</i> College Dean _____ <i>Ken Johnson</i> UGPC Chair _____ UGC Chair _____ Graduate College Dean _____ UFS President _____ Provost _____	Date 1/26/2023 2/13/2023 2/13/2023 _____ _____ _____ _____ _____
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Email this form and syllabus to UGPC@fau.edu 10 days before the UGPC meeting.

MAR 6735-XXX

DIGITAL MARKETING

Instructor Dr. Ann R. Root
Boca Campus
Office hours: By appointment
Email: aroot@fau.edu

Course Catalog Description and Purpose

Catalog Description: Applied exploration of digital marketing strategy and implementation, including website design, search engine optimization, online advertising, web analytics, email marketing, mobile marketing, social media marketing, content creation, and online reputation management.

Purpose: This course will give you a theoretical understanding of the internet marketplace, while also equipping you with the applied skills you will need to perform vital daily functions in the digital marketing efforts of the firm. You will be able to walk into any organization with an online presence and improve its digital marketing performance.

Student Responsibility

By registering in this class, students agree that they did read all the course policies, requirements, and practices and understand that policies will not be changed. Only agreed exceptions will be made for individuals based on the case situation. As overdue work is not accepted, if you choose to wait until the last minute to submit your assignments, you undertake the full risks and penalties related to your choice.

Instructional Method

This class is in-person with the Live-remote option. Class materials and sessions are video recorded and can be watched through Canvas on Demand. The weekly class meeting is required, and attendance is mandatory. This course uses a digital textbook that can be accessed at <http://home.stukent.com>.

Required Textbook/Readings

eBook: Digital Marketing Essentials
ISBN: 978-0-692-22688-9
Publisher: Stukent.com

Prerequisites/Corequisites

Prerequisites: Graduate Standing; MAR6815

Course Objectives/Student Learning Outcomes

Upon successful completion of this course, students should:

1. Understand multiple web design frameworks for improving conversion rates
2. Differentiate mobile usage from desktop usage
3. Analyze website performance based on analytics
4. Manage Search Engine Optimization and Search Engine Marketing
5. Describe the mechanism of paid search ranking
6. Identify and apply the various methods of online display advertising
7. Describe and utilize best practices in e-mail marketing
8. Utilize knowledge of social media tactics to design an effective social media campaign
9. Determine the value of online Reputation Management
10. Demonstrate the ability to improve the online presence of any company or person

Course Evaluation Method

Course Components	100%
Attendance / Participation in class	10%
Chapter Assignments	10%
Guest Speaker Reflection Papers	15%
Current Event Presentations	15%
Company Project	50%

Weekly Participation

Discussion with classmates is a vital part of learning. Students are expected to participate with their own ideas, experiences, and concepts. Students are expected to read the assigned chapters and attend class regularly. Participation will depend on the following: attending class meetings (physically in class or virtually), and participating in class (asking and answering questions, volunteering ideas, sharing experiences, offering comments, etc.).

Chapter Assignments

Students will be responsible for completing assignments individually and/or in groups and participate in Canvas discussion forums. More details for specific instructions and deadlines will be posted on Canvas.

Guest Speaker Reflection Papers

We will have guest speakers who are experts in Digital Marketing. The speakers will address current topics affecting the industry and brands. As individuals, you will be writing a reflection paper on what you learned and how you could apply it to the company you currently work for or a brand you believe needs improvement.

Current Event Presentations

Each group will be assigned two of the chapters as a current event presentation topic. It should be a presentation about the latest trends and how a brand is utilizing these trends to build their business. Generating class discussion will be a key component of the presentation.

Company Project

Throughout the semester, student groups will practice the role of digital marketing manager and will be improving the digital footprint of a real company. They will conduct a website audit, synthesize data from Google Analytics for website recommendations, conduct keyword research, write blogs, conduct a social media audit, and create content. Groups will be presenting their recommendations to the company at the end of the semester.

Course Grading Scale

In keeping with university policy, students will be graded on a scale of A through F according to the following schedule:

Total points	100-93	92-90	89-87	86-83	82-80	79-77	76-73	72-70	69-67	66-63	62-60	<60
Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F

The minimum grade to pass this course is seventy-three. Grades are rounded up at .45 and higher.

Missing Exams, Late Work, and Incompletes

Missing Exams

No make-up exams will be given. However, under university-approved circumstances, a make-up exam may be permitted (see attendance policy statement). However, it is the student's responsibility to contact the instructor about the possibility before the original exam is missed if the absence is anticipated and within a reasonable time when unanticipated. The student must provide proof (e.g., doctor's note) to excuse the absence. If a student knows in advance that s/he cannot meet their due dates, they need to make the appropriate arrangements with the professor. No make-up dates are given.

Late Assignments

Late Assignments and makeup quizzes will not be accepted. All dates are known from the beginning of the semester so there cannot be a reason for a late or missed assignment or quiz. However, under university-approved circumstances, a make-up quiz or a late assignment may be permitted (see attendance policy statement).

Incompletes

Note that grades of Incomplete ("I") are reserved for students who are passing a course but have not completed all the required work because of exceptional circumstances.

Withdrawals

Any student who decides to drop is responsible for completing the proper process required to withdraw from the course.

Special Course Requirements

Canvas is the key to your learning success! It is your responsibility to check Canvas, Canvas' course announcement, your email, and your syllabus regularly for content, quizzes, updates, and due dates - especially before the weekly classes. Materials assigned should be read/watched; that includes the textbook chapters, videos, and case studies. Your weekly assigned chapters and quizzes must be done before your class as preparation for your live meeting in class on live-online, and graduates will be associated with this process.

Attendance Policy

To receive credit for attendance, you must upload a picture of yourself to Canvas. In addition, students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance.

Students are responsible for arranging to make up work missed because of legitimate class absences, such as illness, family emergencies, military obligations, court-imposed legal obligations, or participation in university-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice before any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a university-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally, and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie, and Jupiter – however, disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards because it interferes with the university's mission to provide a high-quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

A NOTE ON PLAGIARISM

Plagiarism takes many forms, including but not limited to:

- Direct copying (including three words in a row) without using quotations.
- Failure to use citations when an idea is not yours
 - Copying material without quotation marks is always plagiarism, even if you cite the source.
 - Providing references in the reference section without using citations is still plagiarism.

As a student, you are required to be aware of all types of plagiarism. For example, you must cite the textbook where you paraphrase a definition or concept from it. Failure to paraphrase and/or cite correctly your sources can result in dismissal from the class and the University. Saying you worked on a project together and used the same references is not an excuse. Everyone must turn in their own individual paper which follows the correct APA formatting including proper referencing. If you are unsure about correct ways to paraphrase concepts and definitions, contact the campus academic advisor, or the Business Communications Department on the Boca Raton campus, for further assistance.

Anti-plagiarism Software

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed above.

Disability / Accessibility Policy Statement

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS)—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 131 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) —and follow all SAS procedures. Their website is <https://fau.edu/sas>.

Religious Accommodation Policy Statement

Following the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University to observe religious practices, observances, and beliefs concerning admissions, registration, class attendance, and scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at [FAU Regulation 2.007](#).

University Approved Absence Policy Statement

Following the rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in university-approved activities, including athletic or scholastics teams, musical and theatrical performances, and debate activities. It is the student's responsibility to notify the course instructor at least one week before missing any course assignment.

Course Topical Outline

WEEK	CLASS TOPICS	Assessments
1	Introductory Class - Welcoming note and Students' Introduction - course orientation, information overview of the course, course requirements, and syllabus briefing. - Introductory to Stukent.com Chapter 1: Digital Marketing Foundation - In class - Chapter summary and open discussion - Overview of Chapter Assignments - Meet your company project	<u>Before class starts:</u> - Students' upload pictures to canvas profiles - Post icebreaker introduction on discussion board - Read and watch chapter 1
		<u>After class:</u> - Amazon vs. Walmart analysis - AIDA-Journey Map
2	Chapter 2: Web design Desktop and Mobile Chapter 3: Analytics - In class - Overview of Company project assignments - Guest Speaker - Current Event presentation on chapters	<u>Before class starts:</u> - Read and watch chapters 2&3
		<u>After class:</u> - Guest Speaker paper - Website Audit - Google Analytics audit
3	Chapter 4: On-Site SEO Chapter 5: Off-Site SEO - In class - Overview of Company project assignments - Guest Speaker - Current Event presentation on chapters	<u>Before class starts:</u> - Read and watch chapters 4&5
		<u>After class:</u> - Key word research - Blog - Guest Speaker paper
4	Chapter 6: Paid Search Marketing Chapter 7: Display Advertising - In class - Guest Speaker - Current Event presentation on chapters	<u>Before class starts:</u> - Read and watch chapters 6&7
		<u>After class:</u> - Guest Speaker paper

5	Chapter 8: Email Marketing Chapter 9: Social Media 1 -In class -Overview of Company project assignment -Guest Speaker -Current Event presentation on chapters	<u>Before class starts:</u> -Read and watch chapters 8&9 -
		<u>After class:</u> -Social Media Audit
6	Chapter 10: Social Media 2 Chapter 11: Online Reputation Management -In class -Overview of Chapter Assignment -Overview of Company project assignment -Guest Speaker -Current Event Presentation on chapters	<u>Before class starts:</u> -Read and watch chapters 10&11
		<u>After class:</u> -LinkedIn Profile -Content creation -Guest Speaker paper
7	Chapter 12: Mobile Marketing Chapter 13: Digital Strategy -In class -Overview of Final Presentations -Guest Speaker -Current Event Presentation on chapters	<u>Before class starts:</u> -Read and watch chapters 12&13
		<u>After class:</u> Guest Speaker paper Final presentations -
8	Presentations to Company	

Technical Problem Resolution Procedure

In the online environment, there is always a possibility of technical issues (e.g., lost connection, hardware, or software failure). Many of these can be resolved quickly, but if you wait until the last minute before due dates, the chances of these glitches affecting your success are increased. Please plan appropriately. If a problem occurs, it is essential that you take immediate action to document the issue so your instructors can verify and take appropriate action to resolve the problem.

It is your responsibility to obtain the necessary information and skills to manage the hardware and software systems of this course. In addition, if your personal computer becomes unavailable for any reason, you are responsible for locating and operating other adequate computer resources to meet the course deadlines.

Remember, you can always go to any FAU computer lab to complete your work!

Click [here](#) to view a list of lab locations.

Recommended Browsers

Canvas supports the latest two versions of the most widely used browsers. We have learned that Canvas works better with Google Chrome and Mozilla Firefox than with Internet Explorer. If Internet Explorer is currently your only browser, consider installing Chrome or Firefox.

We highly recommend updating to the **newest version** of whatever browser you are using as well as updating to the most recent Flash plug-in.

For more details, see Which Browsers Does Canvas Support?

Getting Help

FAU has purchased Tier 1 support, provided by Canvas. What does this mean for you?

Canvas support is available **24/7, 365 days a year** in various forms. You can use the Canvas Guides to search for answers, call the support hotline to talk to a person, hit the chat link to message a Canvas support technician, or report an issue directly to Canvas.

You can access all these help options by clicking on the **Help** link in the bottom-left corner of the Canvas window and then selecting your preferred method of assistance.

If you call FAU's Help Desk, please be sure to select the option for Canvas.

Questions about Assignments or Course Material

Make sure you read the entire syllabus and Start Here Module first. If you have questions about the assignments or course material, contact me through my Canvas Inbox.

The suggestions listed above have been noted by the Center of eLearning Department at FAU.

MEMORANDUM

To: College of Business Graduate Council

From: Cheryl Burke Jarvis, Chair, Department of Marketing



Date: May 4, 2022

Re: New Course Proposal: MAR4824 Problem-Based Marketing Planning

The faculty of the Department of Marketing met on May 4, 2022, to review and discuss the attached new course proposal for MAR6735 Digital Marketing. With a quorum in place, they voted unanimously to support this proposal.

Hi Cheryl;

ITOM has no objections to this new courses.

Thank you!

Best Regards:

Tamara

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Tamara Dinev, Ph.D., Department Chair and Professor

Department of Information Technology and Operations Management, FL 219

College of Business, Florida Atlantic University

Boca Raton, Florida 33431

Google Scholar: <https://scholar.google.com/citations?user=YH8QZ-YAAAAJ&hl=en>

From: Cheryl Jarvis <jarvisc@fau.edu>

Sent: Wednesday, April 27, 2022 12:36 PM

To: Tamara Dinev <tdinev@fau.edu>

Subject: RE: Review of proposed course

Please use the attached document, rather than the one I initially sent. I had an error in the new course proposal form regarding “pre-requisites” – just a typo from editing the form from a previous course submission!

Cheryl

From: Cheryl Jarvis

Sent: Wednesday, April 27, 2022 12:34 PM

To: Tamara Dinev <tdinev@fau.edu>

Subject: Review of proposed course

Tamara –

The Marketing Department would like to add a “Digital Marketing” elective to our masters-level course roster, as a graduate elective equivalent to the Digital Marketing elective we already have in our undergraduate curriculum. We have taught this topic as a special topics course in the MBA program in the past, so we need to get it into the catalog as a course of its own in order to continue offering it as a Marketing elective to Flex MBA, OMBA or PMBA students, or for any future MS in Marketing degree program we hope to develop.

I have attached the sample syllabus and new course proposal form.

Would the Department of Information Technology and Operations Management support the inclusion of this course in the Marketing Department curriculum?

Please let me know if you want to discuss it, or if you have any questions or concerns. Otherwise, if you have no concerns, please send me a return email noting your support of this as a new course.

(Note that this is different from the undergraduate “social media” course I talked briefly with you about previously....)

Thank you,

Cheryl

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