**Digital Marketing**

**MAR4721 - 003**

**CRN #88973**

**Fall**

**BU 405**

**T/TH 8-9:20am**

**Professor Information**

Ann R. Root

319 Fleming

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561-297-4179

**Office Hours**

Tuesday 9:30-11:30am

Friday 11:30am-12:30pm; 4-5pm

By appointment

**Required Text and Materials**

Stukent.com:

eBook and Simulation

Course Code: G7E7D8

**Course Description**

Applied digital marketing covering SEO, Online Advertising, Web Analytics, Email Marketing, Social Media and Reputation Management. Lab time required.

**Course Prerequisites and Credit Hours and Class Time Commitments**

Prerequisites: Prerequisites: MAR 3023, ISM 3011

3 credits

“According to Florida State Statute 6A-10.033, students must spend a minimum 2,250 minutes of in class time during a 3-credit course. Additionally, students enrolled in a 3-credit course are expected to spend a minimum of 4,500 minutes of out-of-class-time specifically working on course-related activities (i.e., reading assigned pieces, completing homework, preparing for exams and other assessments, reviewing class notes, etc.) and fulfilling any other class activities or duties as required.” The course schedule for this course reflects this expectation of students.

**Course Learning Objectives**

1. Demonstrate understanding and use of SEO, Search Engine Marketing, Online Advertising, Web Analytics, Email Marketing, Social Media and Reputation Management.
2. Demonstrate ability to improve the online presence of any company.

**Grading Scale**

A- 90-92

B+ 87-89

B 83-86

B- 80-82

C+ 77-79

C 73-76

C- 70-72

D+ 67-69

D 63-66

D- 60-62

F BELOW A 60

Grades will be rounded up at .45 and higher

**Course Evaluation Method**

**Points % of Final Grade**

Attendance and in class assignments 100 10

Chapter quizzes:

12 quizzes; 25 pts each 300 30

Expert Speaker papers:

5; 40 pts each 200 20

RealDeal simulation: 400 40

Conversions: units sold (150 pts)

ROAS: return on ad spending (150 pts)

Presentation: (100 pts)

Total 1000pts 100%

**Additional Course Policies**

**Missing** Exams

No late quizzes will be accepted unless:

1. On official FAU business
2. On a religious holiday
3. Medical emergency

Documentation will be required.

**Late** Assignments

No late assignments (in class assignments, speaker papers) will be accepted unless:

1. On official FAU business
2. On a religious holiday
3. Medical emergency

Documentation will be required.

The simulation (RealDeal) cannot be delayed for any reason since it depends on the input of all students.

**Attendance** Policy

Attendance is required at every class. If you cannot attend, 24 hour notice is required. If it an emergency, you must notify the instructor within 24 hours after the emergency has passed. You will lose 10 points for every missed class unless you have notified the instructor. Acceptable reasons for missing class are:

1. On official FAU business
2. On a religious holiday
3. Medical emergency

**Course Outline**

August 19th Overview of course

August 21st Read Chapter 1: Internet Marketing Foundations

Technical Terms

Successful Websites

Chapter 1 quiz due before 8/26

August 26th Review of Chapter 1 quiz

In class Chapter 1 assignments

August 28th Read Chapter 2: How Search Engines Work

History

Google Search Algorithms

Google Updates

Chapter 2 quiz due before 9/2

September 2nd Review of Chapter 2 quiz

In class Chapter 2 assignments

September 4th Read Chapter 3: On-Site Search Engine Optimization (SEO)

Choosing Target Key Word Phrases

Relevance

Quality

Chapter 3 quiz due before 9/9

September 9th Review of Chapter 3 quiz

In class Chapter 3 assignments

September 11th Read Chapter 4: Off-Site SEO

Links

Popularity Metrics

Link Building

Chapter 4 quiz due before 9/16

September 16th Review of Chapter 4 quiz

In class Chapter 4 assignments

September 18th Read Chapter 5: Paid Search Marketing

Paid Search Advertising

Anatomy of a Text Ad

Effective Ad Copy

The Math and Vocabulary of Pay Per Click (PPC)

Buying Ad Space

Keyword Research

Analyzing Keyword Data

Google Adwords Account Structure

Keyword Match Types

Chapter 5 quiz due before 9/23

Read RealDeal Student Quick Start Guide

Watch RealDeal video

September 23rd Review of Chapter 5 quiz

In class Chapter 5 assignments

RealDeal overview

September 25th RealDeal Round #1 due before 9/30

Read Chapter 6: Online Advertising

Understanding Display Networks

Targeting the Right Audience

Banner Ad Design

Remarketing

Optimizing Banner Ads

Consistent Messaging

Chapter 6 quiz due before 9/30

September 30th Review of Chapter 6 quiz

In Class Chapter 6 assignments

October 2nd RealDeal Round #2 due before 10/7

Read: Chapter 7: Landing Page Optimization

Types of Landing Pages

Elements of a Landing Page

Conversion Rate Optimization

Chapter 7 quiz due before 10/7

October 7th Review of Chapter 7 quiz

In class Chapter 7 assignments

October 9th RealDeal Round #3 due before 10/14

Read: Chapter 8: Analytics

How Analytics Work

Metrics

Key Performance Indicators

Making Better Decisions with Analytics

Attribution

Chapter 8 quiz due before 10/14

October 14th Review Chapter 8 quiz

In class Chapter 8 assignments

October 16th RealDeal Round #4 due before 10/21

Read Chapter 9: Email Marketing

Avoiding Spam Filters

Measuring Success

Email Content

Email List Capture

Chapter 9 quiz before 10/21

October 21st Review of Chapter 9 quiz

In class Chapter 9 assignments

October 23rd RealDeal Round #5 due before 10/28

Read Chapter 10: Social Media 1

Social Media Myths

Social Media Plan

Defining the Objectives

Social Media Content

Distributing and Promoting Content

Measuring Success

Facebook

Chapter 10 quiz due 10/28

October 28th Review Chapter 10 quiz

In class Chapter 10 assignments

October 30th RealDeal Round #6 due before 11/4

Read Chapter 11: Social Media 2

Twitter

Pinterest

YouTube

Linkedin

Chapter 11 quiz due before 11/4

November 4th Review of Chapter 11 quiz

In class Chapter 11 assignments

November 6th RealDeal Round #7 due before 11/11

Read Chapter 12: Online PR & Online Reputation Management

Monitor Your Brand

Responding to Negative Content

Creating Positive Content

Chapter 12 quiz due before 11/18

November 11th Veteran’s Day. No Class

RealDeal Round #8 due by 11/13

November 13th RealDeal Round #9 due by 11/18

November 18th Review Chapter 12 quiz

In class Chapter 12 assignments

November 20th RealDeal Round #10 due by 11/25

November 25th RealDeal Presentation overview

December 9th RealDeal Presentations

**University and College Policies**

Code of Academic Integrity Policy Statement

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 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](http://www.fau.edu/regulations/chapter4/index.php).

Disability Policy Statement

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodation due to a disability to properly execute coursework must register with the Office for Students with Disabilities ([OSD](http://osd.fau.edu/)) – in Boca Raton, SU 133, (561) 297-3880; in Davie, MOD 1, (954) 236-1222; in Jupiter, SR 117, (561) 799-8585; or, at the Treasure Coast, CO 128, (772) 873-3305 – and follow all OSD procedures.

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices **and beliefs with regard to admissions, registration, class attendance and the scheduling of** examinations and work assignments.  For further information, please see [Academic Policies and Regulations](http://www.fau.edu/academic/registrar/catalog/academics.php).

University Approved Absence Policy Statement

In accordance with 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 prior to missing any course assignment.

College of Business Minimum Grade Policy Statement

The minimum grade for College of Business requirements is a “C”. This includes all courses that are a part of the pre-business foundation, business core, and major program. In addition, courses that are used to satisfy the university’s “Writing Across the Curriculum” and Gordon Rule math requirements also have a minimum grade requirement of a “C”. Course syllabi give individualized information about grading as it pertains to the individual classes.

Incomplete Grade Policy Statement

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete (“I”). The assignment of the “I” grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete (“I”) grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing (“F”) grade.

**Withdrawals**

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

**Grade** Appeal Process

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

* There was a computational or recording error in the grading.
* Non-academic criteria were applied in the grading process.
* There was a gross violation of the instructor’s own grading system.

The procedures for a grade appeal may be found in [Chapter 4 of the University Regulations](http://www.fau.edu/regulations/chapter4/index.php).

**Disruptive** Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as *“... activities which interfere with the educational mission within classroom.”* Students who behave in the classroom such that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

**Faculty Rights and Responsibilities**

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

* To establish and implement academic standards
* To establish and enforce reasonable behavior standards in each class
* To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.