FALL, 2015
SPECIAL TOPICS IN DIGITAL MARKETING (MKT370)
Wednesday
Section A: 6:00-8:15

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COURSE COMMUNICATION

I will use email and D2L for distributing course material. It is strongly recommend that you check your email to insure you stay properly informed about any changes to our course activities. It is your responsibility to check these sites and your email frequently for class related information.

REQUIRED READING

While there is no textbook for this course, you will be expected to actively search out information about course topics on the Internet. The instructor will also provide links to required reading assignments throughout the course.

RECOMMENDED RESOURCES

AdWeek.
http://www.adweek.com

Downloaded.
Alex Winter. VH1 Rock Docs, In Cahoots Media & Trouper Productions. 1 July 2013.

Search Engine Journal.
http://www.searchenginejournal.com/

Comedians in Cars Getting Coffee.
https://www.youtube.com/watch?v=wn0q5XJqu6E

Terms and Conditions May Apply.
Cullen Hoback. Phase 4 Films. USA. 13 July 2013.
IMPORTANCE OF DIGITAL MARKETING

Whether or not you decide to pursue a career in digital marketing, this class will provide you with valuable perspectives, skills, and knowledge on how businesses can leverage the Internet as a medium for interacting with their customers. Various methods of customer acquisition, engagement, and retention will be highlighted throughout the semester. Associated strategies will be analyzed across multiple scopes, from marketing an entrepreneur to a Fortune 500 corporation. Digital marketing is now a crucial part of any business plan and its significance is only expected to grow in the coming years.

COURSE OBJECTIVES

This course introduces students to a few major categories of Internet marketing: display advertising, content marketing, email marketing, public relations and branding. Students taking this course will gain entry-level exposure to each major topical area, in addition to subtopics and related concepts. Through a combination of real-life examples, case studies and hands-on practice, students are expected to gain a solid understanding of how a firm can leverage each of these strategies into an integrated high-level marketing plan. A detailed list of course-level learning objectives can be found at the end of this syllabus.

STRUCTURE OF THE CLASS

Students will not be required to purchase a textbook or pay for any software subscriptions. Because the digital marketing field is both relatively new and quick to evolve, there are few textbooks on the topic and most become obsolete by the time they are printed. Almost all of your assigned resources will be from online materials and none of the material used in this class will require a purchase.

GRADING POLICY

I will utilize a number of hands on projects to help you learn about several different digital marketing strategies. In most cases, a separate handout and grading rubric will describe each project in detail. I also reserve the right to increase or decrease grades based upon relative level of class participation. The schedule and due dates are both subject to change. Notice of changes will be given via email.
### Tentative Detailed Schedule

**Week 1 9/2/2015**
- Review of Course Syllabus, Topics, Assignments, Expectations & Policies
  - Assignment: Targeted Display Example

**Week 2 9/9/2015**
- The Internet Marketing Industry: Trends & Forecast
- Unit 1: Display
  - Ability to target by Interests, Behaviors, Demographics, & more
  - Establishing a marketing budget

**Week 3 9/16/2015**
- Facebook Partner Network & Mobile Apps
- YouTube
- Google AdWords (Display Only)
  - Retargeting

**Week 4 9/23/2015**
- Designing Image Ads
  - Project Assigned: Create Two Display Ads

**Week 5 9/30/2015**
- Project Presentations

**Week 6 10/7/2015**
- Unit 2: Content
  - Types / Goals
    - Monetization
    - Assignment: Content Marketing Example
Week 7 10/14/2015
- Adapting to a Changing Consumer & Oversaturation
  - Assignment: Email Example

Week 8 10/21/2015
- Unit 3: Email
  - Mobile / Responsive
  - Analytics / Engagement
  - Using MailChimp, CRMs & Other Tools
  - Project Assigned: Create an Email Campaign

Week 9 10/28/2015
- Project Presentations

Week 10 11/4/2015
- Unit 3: Internet-Based PR & Branding
  - Web vs. Traditional
  - Handling Target Demographics

Week 11 11/11/2015
- Reputation Management
  - Strategy and Best Practices
  - Project: Local Business Responses

Week 12 11/18/2015
- Project Presentations
  - Final Project Assigned: Design a Campaign

Week 13 No Class – Thanksgiving Recess

Week 14 12/2/2015
- Final Project Progress/Questions
- Privacy Policies, Customer Service

Week 15 12/9/2015
- Final Project Presentations

ATTENDANCE POLICY AND CLASS PARTICIPATION

It is important that you attend class regularly. If you need to be absent for any reason other than illness, please clear it with the instructor ahead of time. It is also expected that you will not miss class in order to leave early on vacations and holidays (e.g. Thanksgiving Break). Also note that unexcused absences affect your grade significantly. For instance, just two unexcused absences can lower your final grade by a full letter. Please review the attached schedule. If
you find that your other commitments will prevent you from meeting the attendance requirements of the course, please withdraw from the course now and select an alternate section.

**EXAMS**

The final project will serve as your final exam. This assignment is based on the cumulative knowledge that you are expected to acquire as a result of the readings and projects over the course. Presentations on 12/9/2015 are mandatory.

**WITHDRAWAL**

Students may withdraw from this course without academic penalty at any time before the end of the twelfth week of the semester. Please consult the college catalog for further details.

**MAKE UP EXAMS (AND QUIZZES)**

Late assignments will be accepted and evaluated buy the instructor, but no points will be awarded for late work. Make-up exams and quizzes are only given when you have been absent due to documented medical problems. In addition, I reserve the right to administer oral or essay exams. If you need to miss class for reasons other than medical problems, you should contact the instructor ahead of time and make arrangements to take the exam early.

**PROFESSIONALISM**

In addition to meeting the academic standards articulated elsewhere in this syllabus, you will be required to behave in a professional manner when interacting with the instructor and your fellow students. Professionalism is an important aspect of your business education because it helps to foster an environment in which the focus is on learning and performance. The professional standards you learn in this class will contribute to your success in the business world. In this class, professionalism will be evaluated on the following dimensions:

*Responsibility:* Responsible people meet their obligations, adhere to deadlines, communicate well with team members and their instructor, and make their best effort when it comes to work.

*Respect:* Professional people treat others with respect. You should address others using proper titles. You should avoid personal insults or derogatory comments when dealing with your classmates. You should be sensitive to the diverse nature of the campus community and avoid disparaging others based on race, religion, sexual orientation, etc.
**Academic Conduct:**

Students are expected to conduct themselves in an ethical manner in this course. Guidelines of unacceptable behavior and the penalties incurred by such are described in the Academic Misconduct section of the college catalog. Please review this information so that you are familiar with the standards you will be held accountable for. ([http://www.canisius.edu/catalog/academic.asp#integrity](http://www.canisius.edu/catalog/academic.asp#integrity))

Specifically, you are discouraged from “cutting and pasting” content from web sites and representing this content as your own work. The instructor of this course frequently uses plagiarism detection software to detect violations of this policy. If you are in doubt as to the appropriate use of online content in your assignments, please contact the instructor to discuss this issue.

**Students With Disabilities**

The Griff Center for Academic Engagements serves as the college’s advocate for students with disabilities and it is responsible for arranging necessary support. Any student who needs academic accommodations should contact the office at (716) 888-3748. If you have a disability for which accommodations are necessary, please also inform the instructor. For more information about the DSS Office or academic accommodations, please visit [www.canisius.edu/dss](http://www.canisius.edu/dss) or call 888-3748.

**Office Hours**

As an adjunct professor, I am typically only on campus during scheduled class times and for a few minutes before and after. Office hours are available by appointment only. Students requiring one-on-one assistance are encouraged to use email to contact me: dsprague@canisius.edu

**Schedule**

Please consult the course Learning Modules document for a detailed listing of course activities, assignments and deadlines for each week.

**Course-level Learning Objectives**

- Students will be able to create an email marketing campaign.
- Students will be able to define target demographic(s) and create an ad for a display advertising campaign.
- Students will be able to articulate the use of display advertising, content marketing, email marketing, public relations and branding in an integrated marketing strategy.