CANISIUS COLLEGE  
Richard J. Wehle School of Business

FALL, 2016  
DIGITAL MARKETING (MKT350/MBA648)  
Tuesdays 6:00-8:45 p.m.  
Aug 30, 2016 - Dec 10, 2016

DEVON E. SPRAGUE, M.B.A.  
OFFICE: BY APPOINTMENT ONLY  
devon.sprague@canisius.edu

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

100 Ideas that Changed Advertising.  
Veksner, Simon. Laurence King. 5 January 2015.

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/

Marcus Du Sautoy. BBC. 2015.

Terms and Conditions May Apply.  
Cullen Hoback. Phase 4 Films. 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

Students will gain insight on how modern industry is adopting new emerging media and technologies as marketing tools. The goal of this course is to familiarize students with the vocabulary and concepts, to teach practical knowledge from actual examples of technological adoptions, and to provide students with more future-oriented perspectives in understanding marketing strategies.

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 course topics. 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 announced in class or via email.

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<td>Unit 4.1 Homework</td>
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**Tentative Detailed Schedule**

**Week 1** 8/30/2016
- Review of Course Syllabus, Topics, Assignments, Expectations & Policies

**Week 2** 9/6/2016
- Marketing Industry Trends & Forecast
- Basic Components of a Digital Marketing Campaign
  - Unit 1 Homework Assigned

**Week 3** 9/13/2016
- **Unit 1:** The Online Face of Your Company
  - Web Design & App Design
    - Unit 1 Project Assigned
      - Undergrad: Website or App
      - MBA: Website and App

**Week 4** 9/20/2016
- Unit 1 Project Detailed Walkthrough
  - *Bring your laptop if you plan to use it for the project!*

**Week 5** 9/27/2016
- Unit 1 Project Presentations
  - Undergrad: 4 mins
  - MBA: 8 mins

**Week 6** 10/4/2016
- **Unit 2:** Getting In Front of The Consumer
  - SEO, Display, Paid Social Media, PPC
    - Unit 2 Project Assigned
    - MBAs: Include competitive analysis and budget allotment per project guide on D2L

**Week 7** 10/11/2016
- *No Class – Columbus Day Recess*

**Week 8** 10/18/2016
- Unit 2 Project Presentations
  - Undergrad: 4 mins
  - MBA: 8 mins

**Week 9** 10/25/2016
- **Unit 3:** Telling a Story
  - Content Marketing, Email, Blogging, Social Media, Online Reputation Management & Web PR
  - Unit 3 Project Assigned
    - Undergrad: Choose 3 strategies
    - MBAs: Include 5 strategies

**Week 10** 11/1/2016
- Unit 3 Project Presentations

**Week 11** 11/8/2016
- **Unit 4:** Technology as a Business Tool
  - Part 1: Big Data, Databases, CRM, Lead Nurturing, E-Commerce, UX, CRO, Analytics, RCF & A/B Testing
    - Unit 4.1 Homework Assigned

**Week 12** 11/15/2016
- Part 2: Emerging Technologies (VR, AR, Crowdfunding, Digital Signage, Machine Learning, Algorithms, Geo-Targeted Ads, etc.)
  - Unit 4.2 Homework Assigned

**Week 13** 11/22/2016
- **Unit 5:** Comprehensive Marketing Plans & Proposals
  - Final Project Assigned
    - Undergrads: Include 5 strategies
    - MBAs: Include 10 strategies

**Week 14** 11/29/2016
- Final Project Presentations
  - All MBAs, Some Undergrads
  - Undergrad: 10 mins
  - MBA: 15 mins

**Week 15** 12/9/2015
- Final Project Presentations
• Remaining Undergrads

**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 the last day of class 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 presentations)**

Late assignments will be accepted and evaluated by the instructor, but no points will be awarded for late work. Make-up exams and presentations 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 know and understand college policies with regard to the Academic Integrity Code. Violations of academic integrity will be prosecuted fully. Please note that you are responsible for reporting any instances where other students have violated these policies. Failure to do so will result in penalties as well. If you have any questions about this policy, please see the instructor and/or visit [http://www.canisius.edu/academics/integrity/code/](http://www.canisius.edu/academics/integrity/code/) for more information.

**Academic and Accessibility Support Services**

The GRIFF Center for Academic Engagement provides comprehensive programs, tutoring services, and resources to support student academic and career success. If you would like to learn more about academic support, please stop in Old Main 013 or call 716-888-2170. Visit the GRIFF Center webpage at: [http://www.canisius.edu/griff-center/](http://www.canisius.edu/griff-center/)

Accessibility Support (716-888-2170), which is located in the Griff Center for Academic Engagement (OM 013), is responsible for arranging appropriate academic accommodations for students with documented disabilities. If anyone in this course falls into this category, please contact Accessibility Support so that an appropriate course of action may be determined. For additional information, see [http://www.canisius.edu/dss/](http://www.canisius.edu/dss/)

**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: devon.sprague@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**

This course is designed to help students achieve one or more College Core, Business Program and/or Major level learning goals and objectives. You can see the specific College, Program or
Major level learning goals and objectives associated with the course from this page on the College website:  http://bit.ly/bcoreLG

- Technology/Media Orientation – Recognize diverse technological characteristics and media features that allow marketers to be more accessible to consumers.
- Creative Ideas – Obtain diverse knowledge to be more creative in adopting technological adoptions as marketing tools in diverse marketing contexts.
- Strategic Planning – Construct a strategic media plan to strengthen integrated marketing communications.
- Predictability – Identify future trends in emerging media and technologies from consumers and marketers’ perspectives by understanding diverse theoretical frames
- Ethics and Social Responsibility – Understand technological advances from the ethical standpoints