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Office Hours: TuTh 12:45-2:45pm and by appointment

MARK 468, Digital Marketing

Fall 2016 Mondays 6-9pm, Schreiber Center - Room 525

Catalog Description

This course develops an understanding of the Internet as part of an overall marketing strategy by considering digital design, online consumer behavior, business-to-business marketing, interactivity, community, personalization and the role of the Internet in international marketing and market research.

Outcome: Students develop the power to act effectively by using technology in increasingly complex buying environments.

- Prerequisites: MARK 460.

Course Overview

This course will provide an overview of various digital marketing topics, including web analytics, website design/usability, search engine marketing (paid and organic), display advertising, and social media. We will focus on theories and tactics for implementing successful digital marketing strategy through lectures, hands-on exercises, and a client project.

Class meeting will typically begin in lecture format, highlighting key concepts from the week's assigned readings. The second half of class will be devoted to activity or the project. Students are expected to play an active role in both formats. Class participation and professionalism account for 5% of the overall class grade.

Last updated 8/12/16

Course Objectives and Learning Outcomes

As your professor for Digital Marketing, I am fortunate to be able to engage in the learning process with you. As my students, you are my partners (co-creators!) in this learning process and you must take ownership for your learning. The goal of the course is to help you to master the subject matter, guide you in developing the skills necessary to succeed in the workforce, but importantly, it is to broaden your perspectives to new ways of thinking. In order to get the maximum benefit from the course, you must push yourself to change your frame of reference, challenge your assumptions, and be open to new ideas. This course covers both digital marketing strategy and tactics, and their application to business. To this end, current business cases and issues are regularly incorporated into the class. Students are encouraged to analyze these issues with a critical lens and to reflect on possible implications for themselves as well as society at large. I employ interactive learning techniques in the classroom. I expect that you will be an active and engaged participant in this learning process by asking questions, adding insightful comments to discussions, and bringing an overall enthusiastic attitude. Please note mutual respect is important to any partnership, and thus, just as I will respect your ideas and time in class, I expect respect from you in return. Maintaining a professional attitude is essential to be successful in this class, and in your career. Finally, please remember that we are all life-long learners so we will all gain insight and knowledge from each other.

Specifically, this course aims for students

1. To consider and recognize ways in which the Internet has changed the marketing landscape.
2. To acknowledge the power shift from marketer to consumer and understand the implications for business.
3. To understand how the Internet can be used as a research tool to inform marketing strategy.
4. To give you practice applying course material (e.g., through problem solving and decision making)
5. To acquire skills in working with others as a member of a team

Required Materials

Weekly reading materials will be posted on Sakai and/or available through the university library. Readings are taken from various online sources, as well as the free textbook e-marketing. The book is available in print (\$40), e-reader (\$29.99), or pdf (free) at <http://www.redandyellow.co.za/product/textbook-digital/>

eMarketing: The essential guide to marketing in a digital world; Rob Stokes; Fifth Edition.

Recommended Readings

The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns; Ian Dodson; ISBN: 978-1119265702 (available at Amazon <https://www.amazon.com/Art-Digital-Marketing-Definitive-Measurable/dp/1119265703>)

Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity; Avinash Kaushik; ISBN: 0470529393; First Edition.

Internet Marketing Start to Finish: Drive measurable, repeatable online sales with search marketing, usability, CRM, and analytics; Catherine Juon, Dunrie Greiling, and Catherine Buerkle; First Edition; ISBN 0789747898

- Occam's Razor: Digital Analytics Blog by Avinash Kaushik: <http://www.kaushik.net/avinash/>
- Social Media Examiner: All things social; <http://www.socialmediaexaminer.com/>
- Search Engine Land: All things Search; <http://searchengineland.com/>



Course Outline:

Week 1: Introduction
8/29

Week 2: Digital Analytics
9/12 Google Analytics

Week 3: Website Design, Development, & Usability
9/19 Guest Speaker

Week 4: Search Engine Marketing
9/26

Week 5: Search Engine Marketing 2
10/3

Week 6: Midterm Exam & Email Marketing
10/10 Email Marketing

Week 7: Digital Advertising
10/17 Guest Speaker

Week 8: Social Media
4/24

Week 9: Mobile Marketing & Beyond
10/31 Guest Speaker

Week 10: Final Exam
11/7

Please note: This class may occasionally deviate from the course outline above.
The instructor reserves the right to make changes as needed to the course syllabus.



Course Requirements and Grading Criteria

Final Grades will be based on the following assessments, weighted as indicated:

	Weight	Due Date
Class Attendance & Participation	5%	
Exam 1	30%	
Exam 2	30%	
Group Project Paper	35%	Final Day of Class (11/7/2016)
Total	100%	

Paper Grading Rubric:

- a. Substance of the paper (80%)
- b. Writing (10%)
- d. Use of visual aids (10%)

Group Project: Paper (30%)

Your team (of 4-5 people) will evaluate and provide recommendations for a business’s digital marketing strategy. Teams are responsible for finding and choosing clients; however, you must have the client approved by Professor Labrecque. The project encompasses various digital marketing tactics and strategies that we will discuss throughout the semester. Teams should work on project components as they are discussed and not wait until the end of the semester.

The majority of the project is comprised of assessments and recommendations. While not required, teams can volunteer to help their client execute their recommendations (e.g., set up Google analytics, blogs, social media, etc.). This choice will not affect your grade in the course. Your final report should be double spaced in 12-point font, one-inch margins, written in a clear and concise manner, and follow the fatal error policy. There is no required length, but papers should not exceed 20 pages (excluding figures and references).

Course Grading Scale

A	95%-100%
A-	90%-94%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%
C	73-76%
C-	70-72%
D+	67-69%
D	60-66%
F	59% and below

Please note: I will neither round up or down for your final grade.



1st Exam (30%)

The midterm exam covers material from the first half of the course. The format of the exam will consist of a mixture of multiple choice, matching, and short essay questions. The exam will be based on class lectures, discussions, and assigned readings.

2nd Exam (35%)

The 2nd exam will be given on the last day of class. The exam will primarily cover material from the 2nd half of the course, with the expectation that you also know material from the first half of the course. It will be based on class lectures, discussions, assigned readings. Additional information will be provided in class.

Class Participation and Contribution (5%)

I expect your active participation in class. You must be prepared to add to the class discussion through insightful comments, as well as participate in class exercises. I seek to provide a class atmosphere where everyone feels comfortable asking questions and discussing current business events. Your opinions and ideas are always welcome, as long as you express them in a professional manner. However, please note that it is not the quantity of your comments, but the quality that adds to your participation grade. Interactive classes filled with enthusiastic student participation are both more interesting and fun. Therefore, it is critical that the class move beyond strictly a lecture-style atmosphere. Please note that you should conduct yourself in a professional manner at all times. *Absences may negatively impact your grade, as will arriving late and leaving the classroom before class has ended.* Typically, we will conduct in-class exercises. If we fail to complete an exercise during class, I will ask you to finish it at home. I may collect class exercises; *Failure to complete class exercises may also negatively impact your grade.*

Extra Credit Opportunities

A small number of extra credit opportunities will be presented throughout the semester. These opportunities will be publicized in class and posted on Blackboard.

Personal Class Blog: Students can earn extra credit by keeping an active blog regarding class topics. Blogs should be updated throughout the semester (e.g., at least one post per week). Students can earn up to 50 pts extra credit (points depend on the post quality and frequency).

Industry Relevant Events: Students can earn extra credit through attending events related to the digital marketing industry. Students will submit a brief write-up of the event, focusing on the key takeaways. Include the following in your submission: Date, Time, Event Title, Speaker(s), and Sponsoring Organization. Up to 25 points (2.5% of your final grade) may be earned through event attendance. Points vary by event and will be discussed as events are publicized (5-10 pts for each event depending on time).

Research Participation: Students may earn extra points by participating in brief research studies. Points vary by event and will be discussed as events are publicized.

Hootsuite Certification: Hootsuite is a leading social media engagement program that allows users to manage multiple social media profiles across multiple platforms. Students will be given access to Hootsuite Pro and Hootsuite University curriculum. Students will receive Hootsuite certification upon successful completion of the Hootsuite course material and two exams.

Course Policies

1. If you are a student with a disability and seek accommodations, you must register with the Office of Services for Students with Disabilities. Please provide written notice in a timely manner to the instructor so that accommodations can be made.
2. If you miss class for any reason, you are responsible for obtaining class notes and/or class announcements from one of your fellow classmates. Absence from class does not exempt you from being responsible for the material covered in class or the class announcements. If you find yourself in a situation where you are missing multiple classes due to personal, family, health related or other issues, you need to take the initiative to contact the instructor. It is problematic if students wait to deal with such issues after a significant amount of time has passed or if assignment deadlines are missed. I can't help or advise you if you don't contact me and apprise me of the situation.
3. It is expected that all assigned materials have been read prior to class. You will be called on to answer questions, give examples, and explain items covered in the textbook and other assignments. If the assigned materials have not been read, you will not be able to answer the questions. This may result in your participation grade being lowered.
4. Cheating will not be tolerated. You are expected to be aware of and adhere to the University's policies regarding the honor code, academic honesty, and other ethical considerations. One common scenario is students who let other individuals read their cases or assignments before they hand them in. If the student uses your words, you both may be held responsible for cheating. Therefore, protect your work. If you have *any* questions, please feel to contact me at any time. The following are excerpts of the University's policies which can be found at http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml:

Plagiarism is a serious form of violation of this standard. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the deliberate taking and use of specific words and ideas of others without proper acknowledgement of the sources. The faculty and administration of Loyola University Chicago wish to make it clear that the following acts are regarded as serious violations of personal honesty and the academic ideal that binds the university into a learning community:

Submitting as one's own:

1. Material copied from a published source: print, internet, audio, video, etc.
2. Another person's unpublished work or examination material.
3. Allowing another or paying another to write or research a paper for one's own benefit.
4. Purchasing, acquiring, and using for course credit a pre-written paper.

The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Plagiarism on the part of a student in academic work or dishonest examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination.

If you do not understand any of the requirements of this class, it is your responsibility to contact me in order to clarify your questions.

5. You may not make audio or visual reproductions of any class session without the written permission of the professor.
6. On occasion, additional material will be assigned and/or distributed in class or via email or through Sakai.
7. Please conduct yourself in a professional manner. This means showing up to class on time. Please turn your cell phones off when coming to class, and do not answer them if they should ring. Side conversations or surfing on the web during lectures and class discussions will not be tolerated. If I feel like you have violated these rules, you will be asked to leave and you will lose your participation points for that day.
8. Only those students enrolled in this class are allowed to attend.
9. Peer evaluations can affect your final grades. All group members are asked to assign points to students in their groups based on their participation. If a student earns less than 100% of the possible points from his or her teammates, that student's final grade will be adjusted at the discretion of the professor. All students in a team will not automatically earn the same grade. The professor reserves sole right to determine whether grades are adjusted downward or upward.
10. You **MUST** take the exams during the regularly scheduled times *unless there is a documented emergency and prior arrangements have been made in writing*. Anyone missing the exams will lose that percentage of his/her grade unless s/he is involved in a documented emergency. No makeups will be given.
11. Important course announcements (e.g., possible changes in the syllabus, extra credit opportunities, etc.) and various suggestions and hints will be posted on Sakai or sent via email. Please check your Loyola e-mail regularly; I am not responsible if you can't receive incoming mail or if you do not check your email. Please send me email communication using your Loyola email and indicate in the subject line the course you are in (e.g., Mark 468 Exam Question). Please refer to the course email policy for more information.
12. Final course grades are final. I will not change a final grade unless an error was made in calculating a final grade. If you feel you are not making satisfactory progress towards earning the grade you desire, you should see me during office hours during the semester. If you have specific questions regarding how an assignment, exam, project or participation points are graded, you may be asked to provide a brief written document indicating your question and rationale for inquiry. I will respond to this document promptly.
13. Absolutely **NO LATE WORK** will be accepted. All assignments should be posted online through Sakai by the start of class or another specified time if applicable. However, I understand that from time to time issues may arise, so I allow for a 30 minute grace period. For example if class starts at 6:00pm and if the time stamped on Sakai is later than 6:30pm, it will **NOT** be accepted. Assignments that I cannot access on Sakai because of the format or because it is listed as pending will not be accepted.
14. This course depends on a high level of student engagement and participation. Thus, to minimize distractions to you, your fellow students, and me, laptops and other mobile devices should be only used for note taking or during group work time. If I see you doing any other activities (e.g., checking email, social networking), I will kindly ask you to put away the device for the remainder of class.
15. As a courtesy to others, please remember to turn off or silence your cell phones during class.

Quinlan School of Business Policies:

Attendance

Class attendance is mandatory and essential to the value of the learning experience. Students are expected to attend all class sessions in order to pass the course. Missing more than 20% of scheduled classes severely jeopardizes the student's ability to pass the course.

In the event unavoidable emergencies or conflicts prevent you from attending class, you must notify the instructor and program director by e-mail prior to missing the class, and request options for covering missed material. Most of the subjects in a course are sequential. Therefore, it is important to understand the material covered in the missed class before the next class.

Make-Up Examinations/Assignments

Loyola University academic policy provides that tests or examinations may be given during the semester or summer sessions as often as deemed advisable by the instructor. Because Quinlan faculty believe examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period. **Make-up examinations are discouraged.** Exceptions may be granted only by the faculty member or department chair, and only for unavoidable circumstances (illness verified by a signed physician's note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance). A make-up final examination may be scheduled only with the permission of the appropriate Quinlan Assistant or Associate Dean.

If a make-up examination must be given, it is the responsibility of the faculty member to prepare, schedule, and proctor the exam. Limited assistance in proctoring make-up exams may be available through a designated Quinlan administrative assistant. For a student with a documented special testing need, please consult University policy concerning use of the testing center in Sullivan Center at Lake Shore Campus.

Academic Integrity

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood...Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.

For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

<http://www.luc.edu/media/lucedu/quinlanschoolofbusiness/pdfs/Honor-Code-Quinlan-July2012.pdf>