Marketing 380 - 101 Digital Marketing
August 26 – December 16, 2014
Tuesday 4:15 – 6:45 p.m.
Corboy Law Center – Room 306

Catalog Description
Prerequisites: Junior standing, minimum grade of "C-" in MARK 201.

Emphases is on strategies and tactics for creating, retaining, and enhancing customer relationships via the internet, and on integrating the digital environment into the marketing mix. In addition to learning fundamental principles of the digital channel, students will apply the learned principles of the digital channel in a class project. Readings, lectures, and industry professionals may be used to provide insights and relevance to this area of marketing.

Outcomes: Students will be able to analyze and assess online marketing platforms and develop an integrated digital marketing plan.

Course Objectives and Learning Outcomes
• Acquire an overall understanding of the fundamental concepts involved in online marketing.
• Develop an understanding of customer segmentation and targeting of online consumers.
• Learn how to create effective online marketing strategies for varying demographics and consumer behaviors.
• Develop an understanding of how digital marketing fits into the overall marketing plan.
• Gain the skills needed to identify effective/ineffective digital marketing strategies within organizations.
• Acquire the knowledge and skills to be able to create a solid digital marketing plan.

Required Materials
Course Prerequisite: Junior standing, minimum grade of “C-“ in MARK 201
Suggested Text: There is no textbook needed for this class
Class Note Recommendation: Powerpoints are available before class on Sakai. It is highly recommended that you print them prior to each session.
**Important Course Information**

**Syllabus:** Changes may be made at the professor’s discretion and will be announced in class.

**Class Participation:** Class participation is determined by how much you actively participate in class. This includes: offering feedback, asking questions, engaging your classmates. Class participation grade is **NOT** determined by attendance.

**Lectures:** PowerPoint lectures are posted before each class on Sakai. These serve as a “guideline” of my lectures, meaning they do not cover everything that I will discuss in class. Please do not use these as substitution for taking notes; instead they should be used as a supplement.

**Communication:** I use Sakai to communicate with students. If you do not have access to your Sakai account or Loyola email, make sure you do for this class.

**Laptops and cell phones:** Cell phones are **NOT** allowed to be used during class. Laptops: Please use them responsibly. If I feel you are not using them appropriately, I will ask you to put them away.

**Late Work:** Late work is **NOT** accepted and any work submitted after the collection time is considered late.

**Homework:** There will be one case study distributed throughout the course with attached questions. You will be expected to provide a complete two-page, double-spaced response for each case study. The homework assignment is due at the beginning of the specified class – **NO exceptions**.

**Tests:** There are two tests during the semester. There are no make-up tests. Exceptions may be made under the unusual circumstances only if the student has obtained prior permission. Each test will consist of 30 - 35 questions, counts for 50% of your overall grade, and may include multiple choice, true/false questions and a few short answer questions. Tests will cover lectures, class discussion, in-class videos, articles distributed and/or exercises done in-class.

**Team “Client” Paper and Presentations:** As a business discipline, Marketing is heavily dependent upon a combination of written analysis, group collaboration and verbal presentations. Accordingly, MARK 380 includes a team paper and presentation.

The complete project description will be introduced during Week 1 and revisited throughout the semester for discussion and any needed clarification. You will have time during most class sessions to meet with your group.

The final paper and presentation grade is the same for everyone in the group, however each student will be required to complete a Teammate Cooperation Evaluation Form (to be posted as final project deadlines approach). Your evaluations can have some impact your final project grade.

You are **REQUIRED** to be in class for ALL presentations, not just the day you present your project. Any absence not cleared previously with the professor will earn the student (not the entire group) a one grade deduction in his/her group presentation. For example, an 85% becomes a 75%.

Lastly, a printed (b/w or color) and electronic copy of your final paper and presentation must be submitted at the beginning of class on presentation day.

**Grading:** Your score will reflect the quality of work submitted. This includes: proper grammar, punctuation, organization, clarity of thought, depth of content provided.
Tests (2 total, each @ 25%) 50%
Digital Marketing Plan: Part I & Presentation 15%
Digital Marketing Plan: Part II & Presentation 25%
Class Participation 5%
Case Study 5%
TOTAL 100%

Quinlan School of Business Policies:
NOTE: By staying enrolled in this class, you agree to all the policies outlined in this syllabus.

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<tr>
<th>Course Grading Scale</th>
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<tbody>
<tr>
<td>A 100-93%</td>
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<tr>
<td>A- 92-90</td>
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<tr>
<td>B+ 89-87</td>
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<td>B 86-83</td>
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<tr>
<td>B- 82-80</td>
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<tr>
<td>C+ 79-77</td>
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<td>C 76-73</td>
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<td>C- 72-70</td>
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<td>D+ 69-67</td>
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<td>D 66-60</td>
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<td>F 59 and below</td>
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Attendance: Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of Quinlan students. You are responsible for any assignments or requirements missed during an absence.

Students with Disabilities: If you have a documented learning or physical disability and wish to discuss academic accommodations, please contact me within the first two weeks of the term.

Harassment: Loyola University does not tolerate racial, sexual, or other forms of harassment of faculty, staff, or students. If you feel you are subject to such harassment, you should notify your instructor.
**Make-Up Examinations:** 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. The only regular exception is for a student athlete, who may use the testing services of the Athletics Department to complete a make-up examination. 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.

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**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.

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<thead>
<tr>
<th>Week</th>
<th>Date(s)</th>
<th>Lecture/Assignment</th>
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| 1    | August 26    | **Introduction: Syllabus**
 |      |               | Session 1: Past, Present, Future of Digital Marketing
 |      |               | Session 2: Ethical and Legal Issues of the Internet
 |      |               | Group project introduction
 | 2    | September 2   | Session 3: Building the Digital Marketing Plan
 |      |               | Session 4: Value Propositions, Internet Revenue Models, e-Business Models
 |      |               | Project Review: Conducting a thorough situation analysis
 | 3    | September 9   | Session 5: Online Metrics
 |      |               | Project Review: Digital marketing audit
 |      |               | **Case study assigned**
 | 4    | September 16  | Session 6: Content Marketing / SEO
 |      |               | **Guest Speaker: Andy Crestodina, Principal / Strategic Director, Orbit Media Studios - SEO**
 |      |               | **Case study due**
 | 5    | September 23  | Session 7: Email Marketing
 | 6    | September 30  | Session 8: Mobile Marketing
 |      |               | **Guest Speakers: TBD - Solstice Consulting – Mobile**
 |      |               | Test #1 Review
 | 7    | October 7     | **FALL BREAK**
 | 8    | October 14    | **Part #1 Due & Short Presentations / TEST #1**
 | 9    | October 21    | Session 6, 7, 8 continue (based on timing)
 |      |               | Session9: Social Media
 |      |               | Project review: Next steps - recommendations
 | 10   | October 28    | Session 10: Customer Relationship Management
 |      |               | Project Review: CRM
 |      |               | Session 11: E-Marketing Research
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<tr>
<th>Week</th>
<th>Date</th>
<th>Session</th>
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<tr>
<td>11</td>
<td>November 4</td>
<td>Session 12: Consumer Behavior Online</td>
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<td>Session 13: Segmentation, Targeting, Differentiation, and Positioning Strategy</td>
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<td><strong>Guest Speaker: Tricia Frank, Senior Marketing Manager, Uber Chicago</strong></td>
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<td>12</td>
<td>November 11</td>
<td>Session 14: Price: The Online Value</td>
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<td>Session 15: Online Advertising</td>
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<td>Session 16: Buying Digital Media Space</td>
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<td>13</td>
<td>November 18</td>
<td>Session 17 continue</td>
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<td>Test #2 Review</td>
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<tr>
<td>14</td>
<td>November 25</td>
<td><strong>Part 1 &amp; Part 2 Due</strong></td>
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<td><strong>FINAL PRESENTATIONS</strong></td>
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<tr>
<td>15</td>
<td>December 2</td>
<td><strong>FINAL PRESENTATIONS</strong></td>
</tr>
<tr>
<td>16</td>
<td>December 9</td>
<td><strong>TEST #2</strong></td>
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Additional speaker(s) may be added.

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