

COURSE OUTLINE		
<b>TERM: Fall 2020</b>	<b>COURSE NO: BMKT 369</b>	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE: Digital Marketing</b>	
<b>OFFICE: LOCAL:</b> <b>E-MAIL: @capilanou.ca</b>	<b>SECTION NO(S):</b>	<b>CREDITS: 3</b>
<b>OFFICE HOURS:</b>		
<b>COURSE WEBSITE:</b>		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

### **COURSE FORMAT**

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed mode or online.

### **COURSE PREREQUISITES**

45 credits of 100-level or higher coursework; or 6 NABU credits

### **CALENDAR DESCRIPTION**

The course is designed to provide an in-depth, practical and up-to-date look at all major aspects of digital marketing, including selling products and services online, search engine optimization, social media marketing, and executing pay per click advertising. The course links digital marketing theory and practice. Upon completion of this course, students will be able to apply digital marketing principles, techniques and tools to develop more effective and complete marketing programs

### **COURSE NOTE**

Recommended courses: BCPT 221, BMKT 261 and BMKT 365.

### **REQUIRED TEXTS AND/OR RESOURCES**

Larson, Jeff, and Draper, Stuart. Digital Marketing Essentials. Stukent.com, 2019 (or similar).

Students may be required to purchase digital marketing simulation "Mimic Pro" published by Stukent.com (or similar).

There will also be additional resources, videos and links provided on the course website.

**COURSE STUDENT LEARNING OUTCOME**

**On successful completion of this course, students will be able to do the following:**

1. Apply digital marketing strategies to a "real world" marketing problem and integrate digital marketing into overall marketing strategy
2. Create a digital marketing plan with an emphasis on digital marketing strategies, tactics and online marketing mix
3. Present digital marketing recommendations in a professional manner in an oral presentation and written format
4. Conduct online marketing research and situation analysis by using various online marketing tools such as keyword popularity, search engine rank, traffic rank, link popularity, etc.
5. Put together a website critique that includes 7Cs analysis, website SWOT analysis, and website report card
6. Manage website design process
7. Conduct basic search engine optimization
8. Create and manage keyword advertising (Pay-Per-Click) campaign
9. Apply other digital marketing promotional strategies such as online advertising, social media marketing, e-mail marketing, and viral marketing
10. Conduct website analysis by using various tool, such as Google Analytics, in order to improve website's traffic, usability, conversion, and its overall effectiveness.

**COURSE CONTENT**

<b>Week</b>	<b>Topic</b>
1	Digital Marketing Foundations
2	Internet Marketing Strategy Online Marketing Mix
3	Web Design
4	Online Marketing Research and Web Analytics
5	Search Engine Optimization
6	Paid Search Marketing / Pay Per Click Advertising
7	Midterm Exam
8	Online Advertising
9	E-Mail Marketing
10	Social Media Marketing
11	Digital Marketing Plan
12	Group Project Workshop / Coaching
13	Group Presentations
14-15	Final Exam Period – No Final Exam

**EVALUATION PROFILE**

Assessment	% of Final Grade
Digital Marketing Assignment(s)	30%
Exams and Quizzes *	40%
Term Project	25%
Participation / Active Learning	5%
Total	100%

\* No one assessment will be valued at more than 35%.

The participation mark will be based on overall student's class activity during the semester, such as the quality and quantity of student's submissions of home assignments, in-class discussions and / or posts in the online forums. More information about the grading of the participation will be provided at the beginning of the course.

**GRADING PROFILE**

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

**Incomplete Grades**

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

**Late Assignments**

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

**Missed Exams/Quizzes/Labs etc.**

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

**Attendance**

Students are expected to attend all classes and associated activities.

## English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

## Electronic Devices

Students may use electronic devices during class for note-taking only.

## On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

## UNIVERSITY OPERATIONAL DETAILS

### Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

**Capilano University Security: download the [CapU Mobile Safety App](#)**

### Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

### Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

**Academic dishonesty** is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

**Cheating:** Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

**Fraud:** Creation or use of falsified documents.

**Misuse or misrepresentation of sources:** Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

**Plagiarism:** Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

**Self-Plagiarism:** Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

**Prohibited Conduct:** The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

### **Sexual Violence and Misconduct**

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

**Emergencies:** Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.