

SCHOOL OF BUSINESS
Course Outline

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| COURSE NAME: Digital Marketing | COURSE NO.: BMKT 369 |
| TERM: Fall 2016 | COURSE CREDITS: 3 |
| INSTRUCTOR: | E-MAIL: |
| OFFICE: | PHONE (LOCAL): |

COURSE

PREREQUISITES: 45 credits of 100 level or higher coursework

REQUIRED

TEXT: There is no required hardcopy textbook or reading package, but there will be recommended online textbooks and video resources that are critical to achieve the course learning outcomes. Some of those online resources may have to be purchased online. A reading list and links toward online resources will be provided on the course website.

OTHER RESOURCES: To be posted on the course website (moodle.capilanou.ca)

COURSE FORMAT:

Three hours of class time per week, plus an additional hour delivered through on-line or other activities for a 15 week semester, which includes two weeks for final exams.

(Mixed mode course: Instructional hours: 1 x 1½ hrs./week plus online activities. Fourth-hour activities: Additional meetings with instructor (if needed – per request), online discussions and meetings.)

COURSE OUTCOMES:

General Outcomes: 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.

Specific Student Outcomes:

Upon successful completion of this course, students will be able to demonstrate competence in the following abilities and skills:

| Ability | Learning Outcome | Levels* |
|----------------|---|---------|
| Communications | To utilize effective communication skills (e.g. brainstorming) to engage in active class discussion | 4⇒5 |
| | To present client-focused deliverables such as a web site critique and website report card | 2⇒5 |
| | To present Internet marketing plan / Internet marketing recommendations in a professional manner in an oral presentation and written report format. | 2⇒5 |

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|--|---|-----|
| Analysis and Decision Making | To define Internet marketing and to understand when and how it can be utilized and to have an understanding of what can, and of what cannot, be expected of this discipline | 2⇒5 |
| | To understand different types of Internet marketing jobs / career paths in the marketplace | 2⇒5 |
| | To apply Internet Marketing strategies to a "real world" marketing problem; to integrate Internet marketing into overall marketing strategy | 3⇒5 |
| | To describe and utilize keyword popularity research | 2⇒5 |
| | To determine and utilize market opportunity index | 2⇒4 |
| | To create website critique including 7Cs Analysis, website SWOT analysis and website report card | 2⇒5 |
| | To determine and utilize website visibility measurements, including traffic rank, search engine rank, search engine saturation and link popularity | 2⇒5 |
| | To select appropriate domain name and hosting for client's business | 3⇒5 |
| | To create website map | 3⇒5 |
| | To understand the process of search engine optimization | 2⇒4 |
| | To create and utilize market space matrix as a website promotion planning tool | 2⇒4 |
| | To understand and utilize keyword advertising tactics | 3⇒5 |
| | To understand and utilize viral marketing strategies on the Internet | 2⇒4 |
| | To analyze website traffic and make recommendations for its improvement | 2⇒5 |
| | To determine and utilize Internet marketing ROI index (Return on Investment) | 2⇒4 |
| | To measure and improve website conversion rates | 2⇒4 |
| | To select and apply appropriate website evaluation and control metrics | 2⇒5 |
| To create Internet marketing plan (marketing plan with an emphasis on Internet marketing strategies and tactics) | 2⇒5 | |
| Social Interaction | To use a collaborative approach to Internet marketing problem-solving in classroom activity | 3⇒5 |
| | To use a team approach to managing all of the dimensions of the expectations of the course | 3⇒5 |
| Citizenship, Sustainability and Global Perspective | To identify the likely Internet marketing related ethical issues that may arise given a business scenario | 3⇒5 |
| | To integrate social and global perspectives into marketing process | 3⇒5 |

*See Faculty of Business – Our Commitment to Assessment and Constructive Feedback for description of the six "Levels" of Comprehension.

COURSE CONTENT:

| Wk | Topic | Lessons | Assessment and important dates) |
|----|--|----------|---|
| 1 | Introduction to the course / Introduction to digital marketing | Lesson 1 | |
| 2 | Internet strategy | Lesson 2 | |
| 3 | Online research | Lesson 3 | Quiz #1 Individual blog website setup |
| 4 | Marketing mix | Lesson 4 | Quiz #2 |
| 5 | Search engine optimization | Lesson 5 | |
| 6 | Keyword (ppc) advertising | Lesson 6 | Quiz #3 |

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|-------|---|--------------|---|
| 7 | Online promotion / social media | Lesson 7 | A minimum of four blog entries |
| 8 | Midterm exam | | Midterm exam |
| 9 | Website development | Lesson 8 | Quiz #4 |
| 10 | Website analytics | Lesson 9 | |
| 11 | Online marketing plan – instructions and tips Group presentations of online marketing plan | Bonus lesson | Quiz #5 Group presentations |
| 12 | Group presentations of online marketing plan Group work | | Group presentations |
| 13 | Group presentations of online marketing plan | | <ul style="list-style-type: none"> · Group presentations · Bonus quiz Online · Marketing Plan · Blogs "closed" · Participation self-evaluation & peer evaluation |
| 14-15 | (Final Exam weeks) | | |

**Schedules/Dates: Schedules shown here may change and the exact dates and times for the exams and the quizzes will be announced in class and/or on Moodle.*

EVALUATION PROFILE:

| Assessment | % of Final Grade | Individual/ Group | CAPabilities Assessed | | | |
|--|------------------|----------------------|-------------------------------------|-------------------------------------|-------------------------------------|--|
| | | | Communications | Analysis & Decision Making | Social Interaction | Citizenship, Sustainability and Global Perspective |
| Blog | 10 | I | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | | |
| Midterm exam | 30 | I | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | | |
| Quizzes | 25 | I | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | | |
| Online marketing plan | 20 | G | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Verbal presentation of online marketing plan | 5 | G | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| Participation | 10 | I | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Total | 100% | | | | | |

UNIVERSITY POLICIES:

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

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|-------------------------|----|--------|----|-------|----|-------|---|--------|
| Grading Profile: | A+ | 90-100 | B+ | 77-79 | C+ | 67-69 | D | 50-59 |
| | A | 85-89 | B | 73-76 | C | 63-66 | F | 49 and |
| below | A- | 80-84 | B- | 70-72 | C- | 60-62 | | |

Emergency procedures: In the event of an emergency, students must follow the emergency procedures posted in the classrooms.

COURSE LEVEL POLICIES:

Participation: Students will be evaluated on the following aspects: attendance, a number of completed home assignments, self and peer evaluations and active engagement in class discussions. Regular class attendance is expected. Attendance at all project presentations and group meeting is mandatory. Students will note their activity during classes and submit a participation self-evaluation and peer evaluation at the end of the semester.

Assignments: Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor. Late assignment will be penalized by 10% mark reduction per day (including weekends).