

FACULTY OF GLOBAL & COMMUNITY STUDIES
SCHOOL OF TOURISM MANAGEMENT
COURSE OUTLINE

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|-----------------------------|---|----------------------|-----------------------------|
| Term: | Spring 2018 | Instructor: | |
| Course No (Section): | TOUR 470 | Office: | |
| Course Name: | Applied Digital Marketing Strategies in Tourism | Telephone: | |
| Credits: | 3 | E-mail: | InstructorName@capilanou.ca |
| Classroom/Lab: | | Office Hours: | |
| Scheduled: | | | |

COURSE FORMAT: 3hrs/week X 15 weeks, plus an additional hour delivered through on-line or other activities. This course may also be offered in mixed mode format.

PREREQUISITES: TOUR 312

FOURTH HOUR: Group meetings with the instructor

COURSE DESCRIPTION: This course is designed to enable students to demonstrate, through practical application, e-marketing techniques and strategies focusing on those that are key to effectively communicating a destination’s brand and engaging with customers. It examines digital marketing strategy, implementation and executional considerations within the broader scope of an organization that has multiple goals.

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

| LEARNING OUTCOMES |
|--|
| 1. Explain the impact of the internet on all business areas within an organization |
| 2. Determine success factors in developing an online digital brand |
| 3. Conduct an online audit of an organizations digital marketing elements and compare with two competitors |
| 4. Create an online digital marketing campaign for a regional Destination Marketing Organization. |
| 5. Demonstrate proficiency in social media marketing through Hootsuite Academy |
| 6. Assess and synthesize data to determine success in a digital strategy |

EVALUATION PROFILE:

| Assessment | % of Final Grade | Individual/Group |
|---|------------------|------------------|
| Digital Marketing Plan <ul style="list-style-type: none"> • Online Digital Audit (15%) • Campaign Strategy (10%) • DM Plan (20%) • Digital Marketing Campaign Pitch (10%) | 55% | G |
| Online assignments: <ul style="list-style-type: none"> • Writing for Digital: Landing Page • 1 min. Marketing video • Social Media Marketing Quizzes & Certification (10%) • Google Adwords/Analytics | 45% | I |
| | 100% | |

**This course relies on a large group project. In order to pass this course an individual cumulative achievement of 50% is required in individual elements.*

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% or less |
| A- | = | 80-84% | B- | = | 70-72% | C- | = | 60-62% | | | |

GRADING STANDARDS:

| | |
|-----------|---|
| A+ | <p>All aspects of the work submitted are to exceptional standards.</p> <p>Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).</p> |
| A | <p>All aspects of the work submitted are to excellent standards.</p> <p>Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).</p> |
| B | <p>All aspects of the work submitted are to good standards.</p> <p>Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).</p> |
| C | <p>All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.</p> <p>Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).</p> |
| D | <p>Work submitted earns a minimal pass.</p> <p>Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).</p> |
| F | <p>All aspects of the work submitted are below adequate standards</p> <p>Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).</p> |

REQUIRED TEXT and OTHER RESOURCES:

eMarketing: The Essential guide to Marketing in a Digital World 5th Edition
 Hootsuite Academy- Social Media Marketing- Courseware and exam \$199

COURSE CONTENT/SCHEDULE:

| WEEK | TOPIC(S) | REQUIRED READINGS/ ACTIVITIES |
|-------------------------|--|----------------------------------|
| 1 | Class: Introduction to Digital Marketing/ Digital Marketing Strategy Online: Understanding the Internet | Appendix |
| PART 1: THINK | | |
| 2 | Class: Market Research Online: Online Audit Part I | |
| 3 | Class: Content Marketing Strategy Online: Online Audit Part II | Online audit DUE |
| PART II: CREATE | | |
| 4 | Class: User Experience Design Online: Web Development & Design | |
| 5 | Class: Writing for Digital Online: Webpage- About page | Landing Page writing DUE |
| PART III: ENGAGE | | |
| 6 | Class: CRM and Search Advertising Online: Search Advertising | |
| 7 | Class: Online Advertising Online: | Campaign Strategy Idea DUE |
| 8 | Class: Affiliate Marketing Online: Video Marketing | 1 min video due. |
| 9 | Class: Social Media Channels Online: Hootsuite Academy | |
| 10 | Class: Social Media Strategy Online: Hootsuite Academy | |
| 11 | Class: Email Marketing Online: Hootsuite Academy | |
| PART 4: OPTIMIZE | | |
| 12 | Class: Data Analytics and Conversion Optimization Online: | |
| 13 | Class: Campaign Pitch Online: Digital Marketing Plan | Campaign Pitch (10%) |
| 14 - 15 | FINAL EXAM PERIOD | DM Plan Due (20%) |

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.

FACULTY POLICIES:

- Attendance:** Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline. **Attendance for weekend courses is mandatory. A deduction of 15% per day missed, or part thereof will be assessed without proper medical documentation.**
- Participation:** This mark, if included as part of the assessment items by the instructor, is based on both the frequency and quality of the student's comments, questions, observations, and involvement, with the emphasis on quality. The quality is determined by, among other things, the relevance, insight and clarity of remarks. Preparing the required readings will support a student's ability to participate. The participation mark is also influenced by professionalism (as described below), attitude and punctuality.
- Professional Behaviour:** Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and cooperation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.
- Cheating and Plagiarism:** Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times. Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published in the University Website.
- Penalties for Cheating & Plagiarism:** A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University Website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.
- Missed Exams & Quizzes:** Will receive a grade of '0' unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A**

doctor's certificate, or other proof supporting the reason for the absence, may be required.

- English Usage:** All assignments are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**
- Assignments:** Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.
- Programmable Tools:** The use of programmable items such as calculators and dictionaries, etc. is forbidden during tests, quizzes, and exams unless authorized by the instructor. Cell phones are not to be brought to any test, quiz or exam.
- Incomplete Grades:** Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.
- Copyright Policy:** Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.
- Emergency Procedures:** Students are required to familiarize themselves with emergency procedures posted in the classroom.