

Fall 2023

MRKT 360-001: Digital Marketing

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Recommended Citation

Fresneda Fernandez, Jorge Eduardo, "MRKT 360-001: Digital Marketing" (2023). *School of Management Syllabi*. 162.

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Digital Marketing
MRKT 360-001
Fall 2023

Instructor: Jorge E. Fresneda, PhD

Office: 4030 CAB **Phone:** 973-596-8569 (office)

Office Hours: M & W (CAB 4030) 11:30 am -12:30 pm or by appointment

Email: fresneda@njit.edu (*the best way to contact me*)

Class Time & Location: Mondays & Wednesdays 8:30 am - 9:50 am. FMH 308

Credit Hours: 3 **Course Prerequisites:** MRKT-330

(Instructor's personal WebEx room: <https://njit.webex.com/meet/fresneda>)

Course Description

This course focuses on the dynamic field of digital marketing. Organizations are increasingly making use of digital marketing to acquire and retain customers and to expand the reach and scope of their products and services. This course will equip students with the tools, techniques and understanding of the field of digital marketing at strategic, tactical and operational levels. Students will learn how to improve product and service offerings in today's Internet and social media-driven marketing environment.

During this course, students will see how traditional marketing has been extended and transformed by digital marketing and social media. They will also experience this through theory and practice in an interactive learning environment. Students will also learn online selling strategies, web analytics, and Internet-based business marketing techniques.

Guest lecturer presentations will drive discussions among students and provide critical understanding of the capabilities of the Internet as a new and powerful disruptive marketing channel. Last, students will learn how to integrate digital marketing into overall marketing strategy and will improve their communication skills through increased knowledge of industry norms, terms, concepts and methods.

Course Objectives

Upon successful completion of this course, the student will be able to

1. Identify opportunities for using digital marketing effectively within an overall marketing plan.
2. Assess the effectiveness of an organization's e-marketing strategies and tactics and make appropriate modifications if needed.
3. Develop and use social media marketing tools and techniques such as email marketing and online advertising to launch marketing campaigns, increase sales and build brand loyalty.
4. Use web analytics to better understand the customer's experience and the effectiveness of online and non-online marketing efforts.
5. Integrate e-marketing strategy within an organization's marketing functions, namely product, pricing, distribution and marketing communications.

Required Course Materials

This course uses a digital textbook, "Digital Marketing Essentials" (\$79.99), by Jeff Larson & Stuart Draper, Stukent, ISBN: 978-0-692-22688-9, which includes all the additional materials included in the course (i.e. cases, expert sessions, etc.). The course materials also include access to the 'Stukent Digital Media Marketing Certification.' Although

this certification is not required in this course, students are encouraged to complete this certification (more info: <https://www.stukent.com/stukent-certifications/>). The course specific link to purchase the text is:

<https://join.stukent.com/join/B52-F3C>

Course Website

Please go to <https://canvas.njit.edu/>. The Canvas site is where most course materials are posted. Make sure you have an NJIT UCID and password so that you are able to access Canvas. I will use Canvas to post announcements and supplemental materials throughout the semester. **So, please be sure to check the site (<https://canvas.njit.edu/>) frequently. Please contact helpdesk (973-596-2900) for problems associated with Canvas.**

Course Deliverables/ Final Grade Components

Your grade for this course will be based on the following components:

<u>Component</u>	<u>Effort</u>	<u>Weight</u>	<u>Total</u>
Exams	Individual	2 @ 100 pts	200
Expert Session Assignments	Individual	5 @ 30 pts	150
Case Studies	Individual	3 @ 50 pts	150
In-class Activities	Group	11 @ 10 pts 1 @ 90 pts	200
Final Project Part 1 Part 2 Part 3 Part 4	Group	75 pts 75 pts 75 pts 75 pts	300
TOTAL			= 1000

Exams

- **Exam 1:** will be given in week 8 and will cover Chapters 1 – 6 and other material covered up to this date;
- **Exam 2:** will be given in Final Exams Week and will cover Chapters 7 – 13 and other material covered throughout the semester.

The tests will cover the assigned reading materials from the textbook, expert lectures, and cases studies. Please, have the Respondus LockDown Browser and Monitor software ready prior to taking the exam.

Severe illness or an emergency situation are the only legitimate reasons for not taking a scheduled test. Legitimate documentation of the emergency must be presented and approved by the office of the Dean of Students before a makeup test will be considered.

Expert Session Assignments

You will be watching five expert lectures throughout the semester. You will listen to the lecture on [stukent.com](https://www.stukent.com) and do a one-page write-up. In this write-up, you will teach someone else everything you learned from this lecture. So, this

is not a simple summary or regurgitation of information. Rather, you must organize the information and explain it in a way that helps someone else learn the material. You can use bullet points, diagrams, prose, or any other format that helps teach the material effectively.

This write-up will be due every Sunday of the assigned weeks by midnight. As an example, your write-up on the Basics of SEO expert lecture will be due on October 08 (by midnight). All the writing assignments must follow the APA Format for the title page, headers, font, margins, spacing, headings, reference page, and citations. The Canvas site of the course includes a document with specific guidelines on how to use the APA Format.

Case Studies

You will study three different business cases as a means to supplement the materials covered in the textbook. In these three cases, you will learn about how the elements studied in the chapters of the textbook were applied in real life. Based on the case and your understanding of the materials, you will develop a 2-3 page Word document (around 1000 words) addressing specific questions related to the topic. The specific questions for each case and more details about these assignments are included in the Canvas site of the course.

In-Class Activities

In groups of 3 you will complete specific activities related to the book chapter's topics. These groups will be formed during the second week of class (these groups will be the same for the 'Final Project'). These activities are meant to be completed partially or in full during class time. Each assignment will be made available to students on Canvas in advance.

Final Project

In groups of 3 you will develop a brief digital marketing plan. These groups will be formed during the second week of class (these groups will be the same for the 'In-Class Activities'). Your digital marketing plan will be completed throughout the course. Each group member must participate. If you do not participate you will receive a 0 on the assignment. The details of the assignment are included in the Canvas classroom.

Supplementary materials

I will provide students with supplementary materials that might be of interest for their career development within the digital marketing industry or that might further their understanding of specific topics. There will be no testing or activity related to them. Nevertheless, students are encouraged to read and understand the supplementary materials.

Final Grades

Grades are a reflection of the level of understanding of course content. Therefore, to achieve the grade of A or B in this class expect to:

- Be active during the entire course.
- Read and understand all the class materials.
- Turn in all course deliverables in a timely and professional manner.
- Do not procrastinate. Do not develop any of the course deliverables when it is already the due date.
- Be an active member of your group and contribute with ideas and suggestions.

With less preparation and participation expect the grade of C or lower.

I have had students be very casual in taking an online course during the first part of the term. Then, as the class nears the end, the student realizes a bad grade may be in the future and asks for an additional extra-credit opportunity or extensions to due dates. This is usually done with a sad face, a soft voice, and a remorseful heart. Please know now that such opportunities are not fair to the other students. So, the grading system established in this syllabus is final and no other opportunities exist. This means that each student should take this class seriously from the first class.

Final course grades will be based on the following scale (there will be NO curve):

Grading Scale

A	B+	B	C+	C	D	F
90%–100%	85%–89%	80%–84%	75%–79%	70%–74%	60%–69%	0%–59%

Program Learning Goals and Objectives (PLGO) and Program Learning Outcomes (PLO): BS in Business Program

Goal	Outcome
LG 1 – Develop an understanding of business concepts and problem solving	LO 1 - Students will demonstrate knowledge in business concepts and an ability to apply these concepts to solve business problems
	LO 2 - Students will demonstrate an ability to solve business problems using current technology
LG 2 - Develop Effective Communication and Information Literacy Skills	LO 1 - Students will demonstrate the ability to deliver effective presentations enhanced by technology (not applicable to this course)
	LO 2 - Students will demonstrate the ability to write clear and concise reports that reflect “critical thinking”
	LO 3 - Students will demonstrate the ability to search databases, locate, use and properly cite relevant information
LG 3 - Interact Effectively in Teams	LO 1 - Students will demonstrate the ability to understand and use team building behaviors to accomplish group tasks
LG 4 - Develop Ethical Reasoning Skills	LO 1 - Students will demonstrate the ability to identify ethical dilemmas and make decisions grounded in ethical principles
LG 5 - Acquire Technological Skills	LO 1 - Students will demonstrate the ability to use technology for effective project management
LG 6 - Understand the Global Context of Business	LO 1 - Students will demonstrate the ability to understand the global context in which business is conducted

Classroom Policies

Success in business depends on the combined performance of the professional team, not the self-centered interests of one individual. Similarly, a good learning environment is collectively created and requires the contribution of ALL students within the class. To maximize classroom learning:

- **Engage in learning.** Being attentive during class. Giving class your undivided attention and actively contributing to discussion, exercises, and projects.
- **Show respect.** Listening attentively to others’ thoughts and ideas.

Disruptive behavior includes:

- Using any device that is distracting to others (including me).
- Engaging in side-conversations.
- Disrespecting others.
- Using language inappropriate to a professional work environment.

Arriving late and departing before class is dismissed. (Being on time is an expectation. In the business arena, being late to a meeting or appointment is a cardinal sin. It can result in the loss of business, the loss of trust, and sometimes the loss of a job. For this reason, it is important for a student to model the conduct expected **in the NJIT after-life (your future job)**).

Email Etiquette

This is a business course and the expectation is that you will conform to appropriate business letter writing practice in all of your email to me. The following are the basics.

- Put the course name (e.g. Marketing 360 or MRKT360) in the subject line
- Identify the subject of the e-mail with a brief but descriptive summary of the topic: include a proper salutation (e.g. Professor Fresneda), and the assignment details such as the title, homework, or test.
- Proofread your e-mail for proper sentence structure, capitalization, spelling and punctuation.
- Conclude the e-mail message with a proper closing (e.g. Regards, Sincerely) and your full name.

(Note: Do not e-mail requests for additional grade points unless there is an error in the grading. Please note that any grade discrepancies must be addressed within 2 weeks of the assignment due date. Grades are not 'given out' by the professor; they are 'earned' by the student. So, make sure that you 'earn' a grade that you can live with.)

Late Assignments

Late assignments will not be accepted for grading unless there is a severe illness or an emergency situation. In these cases, legitimate documentation of the emergency must be presented and approved by the office of the Dean of Students before extensions will be granted.

Academic Integrity

Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at:

<http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf>.

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. **Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university.** If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu. I may submit your assignments to *Turnitin* to check for plagiarism if there are clear signs of cheating.

Disability Accommodation

Educational access is the provision of classroom accommodations, auxiliary aids and services to ensure equal educational opportunities for all students regardless of their disability. If you are in need of accommodations due to a disability please contact Scott Janz (oars@njit.edu), Associate Director of the Office of Accessibility Resources & Services (OARS), Kupfrian Hall 201, to discuss your specific needs. A Letter of Accommodation Eligibility from the OARS authorizing your accommodations will be required. Accommodations need to be requested in advance and will not be granted retroactively.

Final Comments

I reserve the right to change any aspect of this syllabus or the course schedule at any time, as the need arises. Students registered for this course assume full responsibility for reading and understanding the course policies as stated above.

#	Week of:	Class Activities	Due (I ndividual/ G roup)
1	Sept 05	-Introduction: Overview of the Course & Syllabus	

2	Sept 11	-Chapter 1 Digital Marketing Foundations	-Activate Stukent Account -Form Groups
3	Sept 18	-Chapter 2 Web Design	-In-Class Activity #1 -Expert Session: The 7 Principles of Conversion Centered Design (Oli Gardner/ Unbounce) summary due on Sunday Sept 24 (by midnight)
4	Sept 25	-Chapter 3 Analytics	-In-Class Activity #2 -Global Attribution Case Study due on Sunday Oct 01 (by midnight)
5	Oct 02	-Chapter 4 On-site SEO	-In-Class Activity #3 -Expert Session: Learn the Basics of Search Engine Optimization (Duane Forrester/ Bing) summary due on Sunday Oct 08 (by midnight)
6	Oct 09	-Chapter 5 Off-site SEO	-In-Class Activity #4
7	Oct 16	-Chapter 6 Paid Search Marketing	-In-Class Activity #5 -Expert Session: Core Concepts of Paid Search Marketing (John Gagnon/ Microsoft) summary due on Sunday Oct 22 (by midnight)
8	Oct 23	-Chapter 7 Display Advertising	-In-Class Activity #6 -Exam 1 due on Sunday Oct 29 (by midnight)
9	Oct 30	-Chapter 8 Email Marketing	-In-Class Activity #7 -Final Project Part 1 due on Sunday Nov 05 (by midnight)
10	Nov 06	-Chapter 9 Social Media I	-In-Class Activity #8 -Expert Session: SEO, Social Media Planning (Adelyn Biedenbach/ Florida Panthers) summary due on Sunday Nov 12 (by midnight)
11	Nov 13	-Chapter 10 Social Media II	-In-Class Activity #9 -Final Project Part 2 due on Sunday Nov 19 (by midnight)
12	Nov 20		-In-Class Activity #9
	Nov 23 – Nov 26	Thanksgiving Recess	
13	Nov 27	-Chapter 11 Online Reputation Management	-In-Class Activity #10 -Expert Session: YouTube Marketing 101 for Small Business (Trevor Erikson/ Stukent) summary due on Sunday Dec 03 (by midnight)
14	Dec 04	-Chapter 12 Mobile Marketing	-In-Class Activity #11 -CommonBond Case Study due on Sunday Dec 10 (by midnight) -Final Project Part 3 due on Sunday Dec 10 (by midnight)

15	Dec 11	-Chapter 13 Digital Strategy	-In-Class Activity #12 -Orabrush Case Study due on Sunday Dec 17 (by midnight)
	Dec 14-15	Reading days	
Final Exam Week (Dec 17- Dec 23)			-Final Project Part 4 due on Friday Dec 22 (by midnight) -Exam 2 due on Friday Dec 22 (by midnight)