

Spring 2024

MRKT 645-854: Digital Marketing Strategy

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**Digital Marketing Strategy
MRKT-645854
Spring 2024**

Instructor: Jorge E. Fresneda, PhD

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

Office Hours: Online, Thursdays from noon to 1 pm or by appointment

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

Class Time & Location: Online course

Credit Hours: 3

Course Prerequisites: ---

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.

Up-to-date industry news and 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* (ISBN: 9780999630204), which includes access to expert sessions, cases and quizzes, and the *Digital Marketing Simternship* simulation. The course specific link for all the course materials is (access fee is \$129.99):

<https://join.stukent.com/join/EB4-AF6>

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 @ 130 pts	<i>260</i>
Quizzes	Individual	13 @ 10 pts	<i>130</i>
Expert Session Assignments	Individual	3 @ 20 pts	<i>60</i>
Case Studies	Individual	3 @ 50 pts	<i>150</i>
Simternship Simulation	Individual	10 @ 20 pts	<i>200</i>
Final Project Part 1 Part 2 Part 3 Part 4	Group	50 pts 50 pts 50 pts 50 pts	<i>200</i>
TOTAL			= 1000
<i>Participation in News Forum</i>	4 Weeks = 10 extra credit pts 8 Weeks = 20 extra credit pts Every Week (12 Weeks in Total) = 30 extra credit pts		

Exams

- **Exam 1:** will be given in week 7 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 sessions, and case studies.

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.

Quizzes

Every reading assignment from the textbook has an accompanying quiz. The quiz must be completed the week the reading assignment is due. However, you have until February 04 to take the chapter 1 and 2 quizzes.

Expert Session Assignments

You will be watching three expert lectures throughout the semester. You will listen to the lecture on 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 February 18 (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.

Simternship Simulation

The grading for the simulation is based on the specific tasks that need to be completed during each round as specified in the grading guidelines document available on Canvas. For example, Round 1 grade is based on the following scoring table:

Points Earned (20 Points Available)	Clicks Generated
20	1,000+
19	667-999
18	443-666
17	295-442
16	196-294
15	130-195
14	86-129
13	57-85
12	0-56

Final Project

In groups of 4 you will develop a brief digital marketing plan. These groups will be formed by the end of the second week of class by the instructor. 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.

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.

News Forum (Extra Credit)

The digital marketing industry is extremely dynamic. Trends, tools, and strategies change rapidly and firms need to adapt to all those changes to survive. To grasp a feeling of this, up-to-date industry news will be posted weekly through the Canvas classroom and students will have the opportunity to give their opinion on the subject through an open forum. Students who contribute to 4 of those weekly forums will earn 10 extra credit points (towards their final grade). Students who contribute to 8 of those weekly forums will earn 20 extra credit points. Students who contribute to all of those weekly forums will earn 30 extra credit points. To be considered, your weekly contribution should be of

at least 100 words (one paragraph). Please, provide critical thinking on the subject that can enhance the discussion on the topic.

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 for both the simulation and the final project.

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	F
90%–100%	85%–89%	80%–84%	75%–79%	70%–74%	0%–69%

Program Learning Goals and Objectives (PLGO) and Program Learning Outcomes (PLO): M.B.A. and M.S.M

M.B.A. PROGRAM LEARNING GOALS AND OBJECTIVES (PLGO) AND PROGRAM LEARNING OUTCOMES (PLO): The program integration of inter-related courses yields the following themes in MTSOM's graduate curriculum. Thus, upon completion of this course, student skills and learning will be augmented in the following areas:

PLGO 1: CRITICALLY INTEGRATE AND SYNTHESIZE THE STRATEGIC FUNCTIONAL AREAS TO PROVIDE BUSINESS SOLUTIONS

- PLO 1.1: Students will be able to critically think and provide solutions for business problems.

PLGO 2: ORAL ARTICULATION AND WRITTEN COMMUNICATIONS

- PLO 2.1: Students will be able to effectively deliver technology driven digital multi-media presentations. (Not Applicable For This Course.)
- PLO 2.2: Students will have the ability to write cogent reports.

PLGO 3: LEADERSHIP AND MANAGEMENT OF TEAM DYNAMICS

- PLO 3.1: Students will be able to employ proven team building strategies and management principles that foster team cooperation as well as processes for conflict resolution.

PLGO 4: MORAL, ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY

- PLO 4.1: Students will formulate effective business decisions that are grounded upon moral and ethical decision making frameworks.
- PLO 4.2: Students will make sound business decisions that embed corporate social responsibility and sustainability principles.

PLGO 5: EMPLOYING TECHNOLOGY FOR DATA ACQUISITION AND ANALYSIS

- PLO 5.1: Students will be able to employ appropriate quantitative methods and technological tools (hardware and software) to resolve business problems.

PLGO 6: IMPACT OF GLOBALIZATION ON BUSINESS

- PLO 6.1: Students will be able to identify emergent strategies for leveraging globalization efforts that attain super-ordinate organizational goals.

M.S.M. PROGRAM LEARNING GOALS AND OBJECTIVES (PLGO) AND PROGRAM LEARNING OUTCOMES (PLO): The program integration of inter-related courses yields the following themes in MTSOM's graduate curriculum. Thus, upon completion of this course, student skills and learning will be augmented in the following areas:

PLGO 1: CRITICAL THINKING AND ANALYTICAL KNOWLEDGE RELATED TO THE TECHNOLOGY APPLICATIONS IN BUSINESS

- PLO 1.1: Students will exhibit the ability to analyze and use quantitative methodologies to evaluate financial policies.
- PLO 1.2: Students will demonstrate the ability to assess, evaluate and compare similar technologies. (Not Applicable For This Course.)

PLGO 2: ABILITY TO PROVIDE SOLUTIONS TO MANAGEMENT PROBLEMS RELATED TO THE AREA OF SPECIALIZATION

- PLO 2.1: Students will be able to critically synthesize appropriate concepts that provide integrated solutions to problems in the selected concentration area.

PLGO 3: ORAL ARTICULATION AND WRITTEN COMMUNICATIONS ACROSS DISCIPLINES

- PLO 3.1: Students will be able to effectively deliver technology driven digital multimedia presentations. (Not Applicable For This Course.)
- PLO 3.2: Students will have the ability to write cogent reports.

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 645 or MRKT645) 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.

Final Comments

Students registered for this course assume full responsibility for reading and understanding the course policies as stated above.

#	Week of:	Class Activities	Due (individual/group assignments)
1	Jan 16	-Introduction -Overview of the Course & Syllabus	-Student introduction
2	Jan 22	-Chapter 1 Digital Marketing Foundations -Chapter 2 Web Design -Form Groups (<u>by the instructor</u>)	-Activate Student Account
3	Jan 29	-Chapter 3 Analytics	-Quiz 1, Quiz 2, and Quiz 3 due on Sunday 02/04 (by midnight)
4	Feb 05	-Chapter 4 On-site SEO -Global Attribution Case Study	-Quiz 4 due on Sunday 02/11 (by midnight) -Global Attribution Case Study due on Sunday 02/11 (by midnight)
5	Feb 12	-Chapter 5 Off-site SEO -Expert Session: Learn the Basics of Search Engine Optimization (Duane Forrester/Bing) -Simternship Round 1: Introduction to Search Ads	-Quiz 5 due on Sunday 02/18 (by midnight) -Expert Session: Basics of SEO summary due on Sunday 02/18 (by midnight) -Simternship Round 1 decision due on Sunday 02/18 (by midnight)
6	Feb 19	-Chapter 6 Paid Search Marketing -Simternship Round 2: Search Ad Practice	-Quiz 6 due on Sunday 02/25 (by midnight) -Simternship Round 2 decision due on Sunday 02/25 (by midnight)
7	Feb 26	-Exam 1 -Chapter 7 Display Advertising -Simternship Round 3: Search Ad Optimization	-Quiz 7 due on Sunday 03/03 (by midnight) -Exam 1 due on Sunday 03/03 (by midnight) -Simternship Round 3 decision due on Sunday 03/03 (by midnight)

8	Mar 04	-Expert Session: Core Concepts of Paid Search Marketing (John Gagnon/Microsoft) -Simternship Round 4: Introduction to Display Ads	-Expert Session: Paid Search Marketing summary due on Sunday 03/10 (by midnight) -Simternship Round 4 decision due on Sunday 03/10 (by midnight) -Final Project Part 1 due on Sunday 03/10 (by midnight)
Mar 11 – 17		Spring Break	
9	Mar 18	-Chapter 8 Email Marketing -Simternship Round 5: Display Ads and Remarketing	-Quiz 8 due on Sunday 03/24 (by midnight) -Simternship Round 5 due on Sunday 03/24 (by midnight)
10	Mar 25	-Chapter 9 Social Media I -Simternship Round 6: Optimize Display Ad Campaigns	-Quiz 9 due on Sunday 03/31 (by midnight) -Simternship Round 6 due on Sunday 03/31 (by midnight) -Final Project Part 2 due on Sunday 03/31 (by midnight)
11	Apr 01	-Chapter 10 Social Media II -CommonBond Email Marketing Case Study -Simternship Round 7: Introduction to Shopping Ads	-Quiz 10 due on Sunday 04/07 (by midnight) -CommonBond Case Study due on Sunday 04/07 (by midnight) -Simternship Round 7 due on Sunday 04/07 (by midnight)
12	Apr 08	-Expert Session: SEO, Social Media, & Content Marketing for Profit (Scott Cowley/ZAGG) -Orabrush Case Study	-Expert Session: Social Media Planning summary due on Sunday 04/14 (by midnight) -Orabrush Case Study due on Sunday 04/14 (by midnight)
13	Apr 15	-Chapter 11 Online Reputation Management -Simternship Round 8: Shopping Ads and Remarketing	-Quiz 11 due on Sunday 04/21 (by midnight) -Simternship Round 8 due on Sunday 04/21 (by midnight) -Final Project Part 3 due on Sunday 04/21 (by midnight)
14	Apr 22	-Chapter 12 Mobile Marketing -Chapter 13 Digital Strategy -Simternship Round 9: Shopping Ad Optimization -Simternship Round 10: Campaign Optimization	-Quiz 12 due on Sunday 04/28 (by midnight) -Quiz 13 due on Sunday 04/28 (by midnight) -Simternship Round 9 and Round 10 due on Sunday 04/28 (by midnight)
May 01 & 02		Reading days	
Final Exams Week (May 03 - May 09)		-Exam 2	-Exam 2 due on Thursday 05/09 (by midnight) -Final Project Part 4 due on Thursday 05/09 (by midnight)