

## Foundations of Digital Marketing MRKT6202

### Course Outline (online)

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#### Description:

In 'Foundations of Digital Marketing', we'll explore and gain insight into why and how organizations should use digital marketing to effectively achieve their objectives. We will discover how the fundamentals of marketing in an online world work to meet consumers at all phases throughout the decision making journey – from awareness to purchase. The outcome of the course is to understand the various forms of digital marketing and how they can be used by businesses to achieve their marketing goals from Content, Search Engine Optimization, Social Media, Search, Display, to Video/YouTube and beyond. In addition to understanding digital tactics, we will explore and discuss how consumers engage differently in a digital world, and how we can capture their attention which is becoming increasingly more difficult.

#### Course Topics:

- Understanding the customer journey online
- Reaching the right audience
- Consumer targeting online – how Google & Facebook use your data
- Search advertising, display advertising and YouTube – understanding the Google Suite of Products
- Social media advertising and creating social content – Facebook & Instagram
- Implementing social media tactics
- Understanding social voice and persona building
- Measuring results on digital advertising platforms
- Developing holistic digital marketing strategies

**Course Objectives:** At the completion of this course, the student will be able to:

- Discuss and apply digital marketing concepts
- Create integrated digital marketing strategies
- Describe the importance of measurement and have an understanding of digital KPIs

#### Texts/Case Studies:

TBD

#### Evaluation:

Assignment	Percentage of Grade	Description
Online Engagement	15%	Please see Participation Grading Chart. Weekly questions will be posted – responses to questions AND interaction with classmates.

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Ad Writing & Creative Exercise	25%	Search, Display & YouTube project.
Creating a Social Media Contest	25%	Development of a social campaign strategy.
Final Assignment - Integrated Digital Marketing Plan	35%	Integrated digital marketing plan.

## Notes on assignments (papers and reports):

- Must have a clear focus
- Must present ideas in a logical and well thought-out flow
- Arguments, analysis and conclusions must be based on clearly identified research and sources
- Must cite all references from other sources
- Must be in paragraph format
- Must be double-spaced, and typewritten
- Must follow APA style

## Grading:

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

## Online Participation Grading Chart:

The following chart will act as a guide for assessing student participation in an online course.

Grade	Criteria
90-100%	<p>The student participates frequently, providing relevant responses more than 7-8 times over the length of the course.</p> <p>Replies to discussion questions, instructor comments as well as the responses of other students in a positive and critical manner.</p> <p>The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the unit).</p> <p>Responses are of a high quality, an obvious effort has been made to research the answer. Responses offer new perspectives on course material and spark discussion amongst the class.</p>
70-80%	<p>The student participates consistently, providing relevant responses 6-7 times over the length of the course.</p> <p>The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the unit).</p>

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- The student offers new ideas and responds to the contributions of others.
- 60% The student provides some relevant contributions, 4-5 times over the length of the course.
- The student responds before the end of the unit.
- The student occasionally offers new ideas and responds to others.
- 50% The student's contributions are inconsistent in both quality and timing, 3-4 times over the length of the course.
- The student's responses are not always on time.
- The student does not offer any new ideas, and responses to fellow students are few.
- 40% The student rarely provides contributions to the course, 3 times.
- The student does not always respond on time.
- The student has difficulty understanding the course content, and does not respond to the contributions of the other students.
- 0-30% The student provides little or no discussion, less than 3 times.
- Information is contributed only when asked to by the instructor, and responses are negative or disagreeable to the instructor/fellow students.
- Responses show little in the way of comprehension of course material. The responses are usually limited to "I agree", "Me too" or the like.

## **Policy on Cheating and Academic Misconduct:**

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

## **Code of Student Conduct:**

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

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## Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com ( <http://www.turnitin.com>).

## How often will the instructor communicate with me?

Direct communication (emails to questions, etc.) will happen throughout the six weeks as needed. Please expect up to a 24-hour turnaround time, so if urgent, please indicate using URGENT in the subject line.

Weekly, the instructor will engage with students through the discussion forum, and it is encouraged for students to communicate back, as well as with other students.

## Policy on Late Assignments:

If an assignment will be late, it will still be accepted; however, it may be marked without comments or feedback. A 5% per day penalty will be applied to the work shall valid reason not be provided for lateness (up to 3 days late). No assignments will be accepted after the final due date of the final project – this includes the final project. This is the one exception where there is zero tolerance for a late submission – received after the date will be a zero on the project. Students are encouraged to discuss assignment submission challenges as early as possible for appropriate accommodation.

## When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

## How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

## Course Schedule:

TOPICS	ACTIVITIES
The Digital Landscape <ul style="list-style-type: none"><li>An Introduction</li></ul>	1. Forum Discussion 2. Data Activity 3. Forum Discussion
Understanding Intent Online <ul style="list-style-type: none"><li>Digital Audiences</li><li>Persona Mapping</li></ul>	
'Digital' Brands & Consumers <ul style="list-style-type: none"><li>How brands can navigate the digital world</li></ul>	
How am I being marketed to? <ul style="list-style-type: none"><li>Understanding data &amp; privacy</li></ul>	

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<ul style="list-style-type: none"> <li>Digital audience segmentation and audience flows</li> </ul>	
<p>Introduction to Search Engine Optimization</p> <p>Web Content &amp; Blogging</p> <p>Social Media Fundamentals Part 1</p> <ul style="list-style-type: none"> <li>Why is social media important?</li> <li>How the world has changed</li> <li>Understanding social channels and best practices             <ul style="list-style-type: none"> <li>Organic social content and content planning</li> </ul> </li> <li>The social voice and persona development</li> </ul>	<ol style="list-style-type: none"> <li>Google &amp; Facebook Data - How Am I Being Advertised To?</li> <li>Glossier Case Study</li> <li>Forum Discussion</li> <li>Begin working on Social Media Contest Assignment (<b>Due Week 3</b>)</li> </ol>
<p>Social Media Fundamentals Part 2</p> <ul style="list-style-type: none"> <li>Social Media Marketing and Advertising</li> <li>Audience Planning</li> <li>Campaign Planning</li> </ul> <p>Community Management</p> <p>User Generated Content</p> <p>Social Media Data</p>	<ol style="list-style-type: none"> <li><b>Creating a Social Media Contest (Due End of Week)</b></li> <li>Forum Discussion</li> </ol>
<p>Mobile Matters</p> <ul style="list-style-type: none"> <li>Marketing in the age of mobile phones</li> <li>Creating the 'thumb stop' effect</li> <li>Designing ads for mobile experiences</li> </ul> <p>Google - so much more than a search engine</p> <ul style="list-style-type: none"> <li>Business Listings</li> <li>Intro to Search Engine Marketing (SEM)</li> <li>Intro to Display Advertising</li> <li>Trends &amp; Keywords</li> </ul>	<ol style="list-style-type: none"> <li>Forum Discussion</li> </ol>
<p>Movement Matters</p> <ul style="list-style-type: none"> <li>YouTube, social media and the power of movement</li> <li>Video advertising</li> <li>Storyboarding</li> </ul>	<ol style="list-style-type: none"> <li>Creative Advertising Activity (<b>Creative Project - Due End of Week 5</b>)</li> <li>Forum Discussion</li> </ol>
<p>Integrated Digital Marketing Strategies</p> <ul style="list-style-type: none"> <li>Developing strategies and campaigns</li> </ul> <p>Emerging Trends in Digital Marketing – influencers, VR, and so much more</p>	<ol style="list-style-type: none"> <li><b>Final Course Project Due</b></li> <li>Forum Discussion</li> </ol>

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