

**MKTG 000 - Digital Marketing**

**Instructor Information**

**Name**:  **Office Location**:  **Office Phone**:  **Email**:

**Welcome to Digital Marketing!**

The internet is a dynamic marketplace if there ever was one. This class will give you a theoretical understanding of the internet marketplace that is necessary to adapt to its many changes, while also equipping you with the skills you’ll need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve its digital marketing performance.

#### Texts & Materials

This course uses a digital book that can be accessed at <http://home.stukent.com>. This course will also require the use of the Mimic Pro simulation which is accessed from the same website.

**Learning Outcomes**

*Web Design* – Understand multiple web design frameworks for improving conversion rates on a website of any kind. Apply these design frameworks to identify areas for website improvement and to properly design a website from scratch.

*Analytics* – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an ecommerce website based on the conversion funnel. Understand the pitfalls surrounding attribution analysis and make recommendations to identify the highest ROI digital marketing channels.

*Search Engine Optimization* – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.

*Search Engine Marketing* – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign’s conversion rates.

*Online Advertising* – Understand the various methods of online display advertising. Create an online display ad campaign and measure its return on ad spend (ROAS).

*Email Marketing* **–** Understand best practices in marketing and implement them with a database of current and potential customers via email.

*Social Media* – Utilize knowledge of social media tactics to design an effective social media campaign.

*Reputation Management* – Implement online reputation management tactics to improve the online reputation of a brand.

**Grading Policy**

The assessment and grading system is intended to reflect student learning and performance.

Assignments  20%

Quizzes 10%

Mimic Simulation 15%

Final Project 15%

Midterm Exam  15%

Final 25%

#### Course Schedule *(An alternate schedule is available at the end of this document)*

| **Date** | **Class Topic** | **Quiz Due** | **Assignment Due** |
| --- | --- | --- | --- |
| Week 1 | **Introduction** |  |  |
| **Digital Marketing Foundations**  - Technical Terms  - Successful Websites | Chapter 1 | Register for textbook |
| Week 2 | **Web Design**  - Principles of Good Web  Design | Chapter 2 | Groups selected |
| **Web Design**  - Page Elements  - Landing Pages |  | Website Creation and Design Project decided |
| Week 3 | **Analytics**  - How Analytics Works  - Metrics  - Key Performance Indicators | Chapter 3 |  |
| **Analytics**  - Making Better Decisions  with Analytics  - Attribution |  |  |
| Week 4 | **Advertising Attribution or Global Attribution Case** |  | Case Study Questions |
| **Google Data Studio (No Class)** |  |  |
| Week 5 | **Expert Session / Guest Speaker** |  | Google Data Studio Assignment |
| **On-Site SEO**  - Maximizing Relevance  - Choosing Target Search  Phrases  - Creating High-quality  Webpages | Chapter 4 | Website Creation and Design Project completed |
| Week 6 | **On-Site SEO**  - Other SEO  Considerations  - Local Search Rankings  - Search Engines Past  and Future |  |  |
| **Off-Site SEO**  - Links  - Popularity Metrics | Chapter 5 |  |
| Week 7 | **Expert Session / Guest Speaker** |  |  |
| **Paid Search**  - Paid Search Advertising Explained  - Choosing Search Targets | Chapter 6 |  |
| Week 8 | **Paid Search**  - Writing Ad Copy  - Buying Ad Space  - Analyzing Results  - Google Ads Account  Structure |  | Keyword Research and Mapping Exercise  (Ch 4 Lesson Plan) |
| **Study for Midterm (No Class)** |  | Mimic Pro Round 1 |
| Week 9 | **Expert Session / Guest Speaker** |  | Creating Linkable Content Exercise (Ch 5 Lesson Plan) |
| **Midterm Review** |  | Mimic Pro Round 2 |
| Week 10 | **Display Advertising**  - Retargeting  - Optimizing Banner Ads  - Consistent Messaging | Chapter 7 |  |
| **Email Marketing**  - Email List Capture  - Email Content  - Measuring Success  - Avoiding Spam Filters  - Customer Relationship Management | Chapter 8 | Mimic Pro Round 3 |
| Week 11 | **Social Media I**  - Social Media Activities  - Social Media Plan  - Choosing Social Media Platforms  - Social Media Content  - Distribute and Promote Content  - Measuring Success | Chapter 9 |  |
| **Social Media II**  - Facebook  - Twitter  - Pinterest  - YouTube  - LinkedIn  - Instagram  - Snapchat  - TikTok | Chapter 10 | Mimic Pro Round 4 |
| Week 12 | **Expert Session / Guest Speaker** |  |  |
| **Expert Session (No Class)** |  | Mimic Pro Round 5 |
| Week 13 | **Thanksgiving (No Class)** |  |  |
| **Online Reputation Management**  - Monitoring Brands  - Responding to Negative Content  - Creating Positive Content | Chapter 11 | Mimic Pro Round 6 |
| Week 14 | **Mobile Marketing**  - Mobile vs. Desktop  - Mobile Optimization | Chapter 12 | Keyword Analysis Exercise (Ch 6 Lesson Plan) |
| **Digital Strategy**  - Strategy Framework  - Applying the Framework  - Channels and Tactics  - Resource Allocation  - Examples | Chapter 13 |  |
| Week 15 | **Final Exam Review** |  | RogueFitness.com Data and Resource Allocation exercise |

**Quizzes**

Every reading assignment from the book has an accompanying quiz. The quiz must be completed before class begins on the day the reading assignment is due. Your first quiz must be taken before class starts on [DATE].

**Expert Sessions**

You will watch six Expert Sessions throughout the semester. You’ll watch these sessions on the days marked in green on the schedule. We will not meet together on these days. Rather, you will listen to the lecture and do a one-page write-up. In this write-up, you will teach someone everything you learned from this lecture. 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 the class period after the lecture. So your write-up on the SEO expert lecture will be due on [DATE] before class starts.

**Final Project -** *Use these ideas to design your own final project. Note that the book does not provide specific instructions for any of these.*

You will complete a group project in which you apply some of your learning to a real website. Choose one of the following activities.

1. Website design. Create a website or re-design an existing website using WordPress or another web design software.
2. Search engine optimization. Complete an SEO audit on an existing website. Perform both on-site and off-site optimization on the website. Measure the website's progress on organic rankings.
3. Search engine marketing. Run a Google Ads advertising campaign with at least a $500 budget and over the course of at least two weeks. (You will not be penalized if you do not exhaust the budget.)
4. Email marketing. Design and implement an email campaign. If the company has no email list, apply list capture techniques to build the email list and begin sending out emails to this list. Measure the improvement in business goals that occur as a result.
5. Social media. Create a social media campaign plan for your company and implement that plan. The campaign should span at least two social media platforms and you should run the campaign for at least two weeks.
6. Facebook advertising. Run a Facebook advertising campaign with a budget of at least $500.

You will present your project to the class on [DATE]. You will also turn in a written report on your project on that day.

**Exams**

There will be two exams: a midterm and a final. Exams will cover material from the book, material covered in class, and material from the Expert Sessions. Exams are short-answer, not multiple-choice.

In addition, there is an optional Digital Marketing Certification Exam that includes:

* 80 questions
* Official certificate of completion (print or digital copy)
* Industry-vetted evaluation that’s been [reviewed by professionals](https://www.stukent.com/stukent-digital-marketing-certification/) from Google, HubSpot, and more!

**Alternate Course Schedule**

| **Date** | **Class Topic** | **Quiz Due** | **Assignment Due** |
| --- | --- | --- | --- |
| Week 1 | **Introduction** |  |  |
| **Digital Marketing Foundations**  - Technical Terms  - Successful Websites | Chapter 1 | Register for courseware (Stukent) |
| Week 2 | **Web Design**  - Principles of Good Web  Design | Chapter 2 | Analyze theonion.com  (CH 1 lecture slides) |
| **Web Design**  - Page Elements  - Landing Pages |  | Start: Website Creation  and Design Project |
| Week 3 | **Analytics**  - How Analytics Works  - Metrics  - Key Performance Indicators | Chapter 3 |  |
| **Analytics**  - Making Better Decisions  with Analytics  - Attribution |  | Google Data Studio  Assignment |
| Week 4 | **Conversion Funnel Exercise & Advertising Attribution Through Experimentation Case Study** |  | Advertising Attribution Through Experimentation Case Study Questions |
| **On-Site SEO:**  - Maximizing Relevance  - Choosing Target Search  Phrases  - Creating High-quality  Webpages | Chapter 4 | Google Demo Account Insights  (Ch 3 lecture slides) |
| Week 5 | **On-Site SEO**  - Other SEO  Considerations  - Local Search Rankings  - Search Engines Past  and Future |  |  |
| **Off-Site SEO**  - Links  - Popularity Metrics | Chapter 5 | SEMrush Project |
| Week 6 | **Off-Site SEO**  - Link Building  - Content Marketing |  | Creating Linkable Content Exercise |
| **Paid Search**  - Paid Search Advertising  Explained  - Choosing Search Targets | Chapter 6 |  |
| Week 7 | **Paid Search Marketing**  - Writing Ad Copy  - Buying Ad Space |  | Mimic Pro Round 1  Introduction to Search  Ads |
| **Paid Search Marketing**  - Analyzing Results  - Google Ads Account  Structure |  | Mimic Pro Round 2  Search Ad Practice |
| Week 8 | Midterm Exam |  |  |
| Week 9 | **Expert Session** “How to Make Data Driven Decision for Ecommerce Marketing” |  | Mimic Pro Round 3  Search Ad Optimization |
| **Display Advertising**  - Understanding Display  Networks  - Targeting the Right  Audience  - Banner Ad Design | Chapter 7 | Mimic Pro Round 4  Introduction to  Display Ads |
| Week 10 | **Display Advertising**  - Retargeting  - Optimizing Banner Ads  - Consistent Messaging |  |  |
| **Digital Strategy**  - Strategy Framework  - Applying the Framework | Chapter 13 | Mimic Pro Round 5  Display Ads and  Remarketing |
| Week 11 | **Digital Strategy**  - Channels and Tactics  - Resource Allocation  - Examples | Chapter 8 |  |
| **Email Marketing**  - Email List Capture  - Email Content  - Measuring Success  - Avoiding Spam Filters  - Customer Relationship Management | Chapter 8 | Mimic Pro Round 6  Optimize Display Ad  Campaigns |
| Week 12 | **Social Media I**  - Social Media Activities  - Social Media Plan  - Choosing Social Media Platforms | Chapter 9 | Mimic Pro Round 7  Intro to Shopping Ads |
| **Social Media I**  - Social Media Content  - Distribute and Promote Content  - Measuring Success |  |  |
| Week 13 | **Expert Session:** Content Marketing (Matt Siltala) | Chapter 10 | Mimic Pro Round 8  Shopping Ads and  Remarketing |
| No Class (Thanksgiving) |  | Website Creation and  Design Project |
| Week 14 | **Social Media II**  - Facebook  - Twitter  - Pinterest  - YouTube  - LinkedIn  - Instagram  - Snapchat  - TikTok | Chapter 11 | Mimic Pro Round 9  Shopping Ad  Optimization |
| **Online Reputation Management**  - Monitoring Brands  - Responding to Negative Content  - Creating Positive Content |  |  |
| Week 15 | **Mobile Marketing**  - Mobile vs. Desktop  - Mobile Optimization | Chapter 12 | Mimic Pro Round 10  Campaign  Optimization |
| Review for Digital Marketing Certification Exam |  |  |