**Instructor Information**

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

**Welcome to Email Marketing!**

This course introduces email marketing principles and practices as well as the development and implementation of an email marketing strategy. This course covers topics like developing an email marketing campaign, building an email marketing list, choosing email marketing distribution software, writing appropriate email messages, and employing email marketing analytics. The course also emphasizes executing and monitoring an email campaign to achieve business objectives.

#### Text & Materials

This course uses “Email Marketing: Simplified Strategies,” a digital textbook that can be accessed at <http://home.stukent.com>. This course will also require the use of the Stukent Email Marketing Simternship™, which is accessed from the same website.

**Learning Outcomes**

By the end of this course, you will be able to:

* Discuss real-world applications for email and explain why email is used
* Identify the uses of the different types of email messages
* Analyze processes associated with lead generation
* Analyze third-party email marketing tools for applicability and efficacy
* Describe email spam and the legal regulations associated with spam
* Evaluate best practices associated with email automation
* Compare different email metrics and how they are applied to email campaigns
* Evaluate the challenges of social media and how it can synchronize with email marketing campaigns
* Compare methods used to create synergy between blogs and email marketing campaigns
* Evaluate email campaign best practices to optimize the chances of success

**Grading**

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

Assignments & Activities 30%

Quizzes 10%

Stukent Email Marketing Simternship™ 25%

Midterm Exam  15%

Final 20%

Here are the letter grades for the associated class percentages:

A 90-100%

B 80-89.99%

C 70-79.99%

D 60-69.99%

F 0-59.99%

**Expectations**

Students are expected to read the required material before class and be prepared for class discussions. The class will regularly contain discussions, activities, and group work.

**Team Participation**

Team members who work hard will gain wonderful team experiences and email marketing knowledge. Note that full team participation is expected and required of *every* student.

#### Course Schedule

| **Day** | **To be covered** | **Assignment Due** |
| --- | --- | --- |
| Week 1 | Syllabus and Introduction to Class |  |
|  | Chapter 1 (class period 1) |  |
|  |  |  |
| Week 2 | Chapter 1 (class period 2) |  |
|  | Chapter 2 (class period 1) | Chapter 1 Assignment |
|  |  |  |
| Week 3 | Chapter 2 (class period 2) |  |
|  | Chapter 3 (class period 1) | Chapter 2 Assignment |
|  |  |  |
| Week 4 | Chapter 3 (class period 2) |  |
|  | Chapter 4 (class period 1) | Chapter 3 Assignment |
|  |  |  |
| Week 5 | Chapter 4 (class period 2) |  |
|  | Chapter 5 (class period 1) | Chapter 4 Assignment |
|  |  |  |
| Week 6 | Chapter 5 (class period 2) |  |
|  | Chapter 6 (class period 1) | Chapter 5 Assignment |
|  |  |  |
| Week 7 | Chapter 6 (class period 2) |  |
|  | MIDTERM |  |
|  |  |  |
| Week 8 | Chapter 7 (class period 1) | Chapter 6 Assignment |
|  | Chapter 7 (class period 2) |  |
|  |  |  |
| Week 9 | Chapter 8 (class period 1) | Chapter 7 Assignment |
|  | Chapter 8 (class period 2) |  |
|  |  |  |
| Week 10 | Chapter 9 (class period 1) | Chapter 8 Assignment |
|  | Chapter 9 (class period 2) |  |
|  |  |  |
| Week 11 | Chapter 10 (class period 1) | Chapter 9 Assignment |
|  | Chapter 10 (class period 2) |  |
|  |  |  |
| Week 12 | Introduce Stukent Email Marketing Simternship™ | Chapter 10 Assignment |
|  |  |  |
| Week 13 | Simternship Rounds 1–2 |  |
|  | Simternship Rounds 3–4 |  |
|  |  |  |
| Week 14 | Simternship Rounds 5–6 |  |
|  | Simternship Rounds 7–8 |  |
|  |  |  |
| Week 15 | FINAL |  |

**Assignments and Activities**

You will complete a variety of assignments and in-class activities throughout the semester. The due dates for assignments are shown in the course schedule above. In-class activities will be worked on in class and will be due at the end of the class period unless otherwise stated.

**Quizzes**

Every reading assignment from the textbook has an accompanying quiz. You will be taking these quizzes in class.

**Exams**

There will be two exams, a midterm and a final. Exams will cover material from the textbook and material covered in class. Exams are multiple-choice.

**INSERT UNIVERSITY POLICIES HERE for academic integrity, disability and academic accommodations, sexual harassment**