

Management and Organization Studies 3323B Digital Marketing

CONTACT

Instructor: Emily Chen-Bendle
E-mail: echenben@uwo.ca
Office Hours: By appointment.

CLASS

Day: Thursdays
Time: 8:30 am - 11:30 am
Room: BR-MRW152

COURSE DESCRIPTION

Digital Marketing offers students the opportunity to explore digital marketing tactics in a rapidly changing environment, including digital strategy, marketing planning, project management, social media, search engine optimization, and analytics. Students will develop critical thinking, problem solving, and communication competencies.

COURSE LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

1. Differentiate between objective, strategy, and tactics to conceptualize a successful digital marketing campaign.
2. Select appropriate methods and frameworks to develop a digital marketing campaign that includes target audiences, measurable goals, and associated strategies, tactical execution plans, and measurement tools to evaluate the success of the execution.
3. Execute and evaluate digital marketing tactics.

Student competency levels on these outcomes will vary. You can expect to achieve these outcomes if you honour course policies, attend classes regularly, complete all assigned work in good faith and on time, demonstrate understanding of the course content and meet all other course expectations of you as a student.

In addition, students will have the opportunity to further develop the following Brescia Competencies:

Competency #	Competency	Level
1	Communication	4
2	Critical Thinking	3
4	Problem Solving	3

Communication includes the articulation of one's ideas, developing informative and persuasive arguments in all forms of communication, understanding the communication context. Students will also develop interpersonal communication skills including working with others in groups, sharing opinions, resolving conflicts, offering ideas, listening to others, asking questions, and demonstrating effective nonverbal behaviours.

Problem Solving includes the development of a problem statement, identification of proposed solutions, selection of a solution, evaluation of that solution, iteration based on communication and feedback from the proposed customer. The

student will be able to identify what she knows about the problem, her assumptions and biases, and will test her assumptions.

Critical Thinking involves reasoning, a process where we create arguments by connecting thoughts together so that some thoughts (premises) provide support for other thoughts (conclusions). There are three basic skills involved in critical thinking: interpretation, verification and reasoning. The first skill comprises understanding how words express or fail to express thoughts, expressing clearly what we mean, and discerning an argument's structure. The second skill involves determining whether premises are acceptable. And the third skill encompasses evaluating whether premises make it reasonable to accept the conclusion.

COURSE MATERIALS

This course uses a digital textbook (*Digital Marketing Essentials*) and an online advertising simulation (Mimic Intro Simulation) that can be accessed at <http://library.stukent.com>.

COURSE PREREQUISITES AND ANTIREQUISITES

Prerequisites: MOS 2320A/B or MOS 3320A/B and enrolment in 3rd or 4th year of BMOS.

EVALUATION

Component	Timing	Learning Objective	Brescia Competency	Weight
Contribution	Throughout the semester	1,2,3	Communication, Problem Solving, Critical Thinking	20%
Digital Marketing Observation and Analysis	February 14	1,2,3	Communication, Problem Solving, Critical Thinking	20%
Simulation Participation and Analysis	Rounds February 7, March 7; Analysis due March 21	3	Communication, Problem Solving, Critical Thinking	10%
Team Assignment: Digital Marketing Plan	April 4	1,2,3	Communication, Problem Solving, Critical Thinking	35%
Team Assignment: Digital Marketing Presentations	April 4	1,2,3	Communication, Problem Solving, Critical Thinking	15%

COURSE STRUCTURE AND CONTENT

Date	Readings and Additional Topics	Assignments, Exams
January 10	Course Overview, Learning Outcomes and Class Expectations; Introductions; Digital Marketing Foundations; Objective, Strategy, Tactics and Audience	Chapter 1
January 17	Web Design	Chapter 2
January 24	Analytics; Paid Search Marketing	Chapters 3 and 6
January 31	Paid Search Marketing	Chapter 6

February 7	On-Site SEO	Chapter 4 Mimic Simulation Practice Round (mandatory participation)
February 14	Off-Site SEO	Chapter 5 Deadline: Digital Marketing Observation and Analysis due at start of class
February 21	Reading Week – No Class	Reading Week – No Class
February 28	Online Advertising	Chapter 7
March 7	Email Marketing	Chapter 8 Mimic Simulation Actual Round (mandatory participation)
March 14	Social Media	Chapter 9
March 21	Social Media	Chapter 10 Deadline: Simulation Analysis due at the start of class
March 28	Online Reputation Management, Privacy and Legal Issues	Chapter 11 Online Readings
April 4	Digital Marketing Presentations	Presentations Deadline: Digital Marketing Plan due at the start of class Deadline: Digital Marketing Presentations due at the start of class

With the exceptions of presentations, class time will be used for lectures and activities designed to facilitate student comprehension of the material.

Students must **complete all elements of evaluation** to receive a passing grade in the course. There will be no re-weighting of components within the course unless a student has received an academic accommodation. Please note that grades cannot be adjusted based on need. Your mark in the course will be the mark that you earn based on your demonstrated understanding of the course content. Extra credit assignments are not available and tests and exams cannot be rewritten to obtain a higher mark.

Once a student has written a test or examination she is committed to the mark earned. Late assignments without an academic accommodation will receive a "0". All required assignments are subject to submission for textual similarity review to the commercial plagiarism detection software under license to source documents in the reference database to detect 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>).

Evaluation Component Descriptions

Contribution

Students will be expected to come to class prepared to actively engage in class – this will not be possible without careful readings of the assignments prior to class. Contribution will include active, engaged listening to the instructor and other students, active, respectful participation in class discussions and exercises. Missed classes, tardy attendance or disengaged attendance (for example, using social media during class) will negatively affect contribution marks. Please see instructor early in the semester if you have any concerns or questions about contribution.

Digital Marketing Observation and Analysis

You will identify an organization that is currently using a set of digital marketing tools in an online campaign, or in a more informal capacity. You will detail what you perceived to be the objective of this work, how it connects to the organization's broader articulated purpose (mission, vision and values), who their target audience is, and how they appear to be attempting to achieve this objective (strategy and tactics). This report should also include:

- Examples of which digital media tools were used: which platforms and how they were used
- An overall assessment about the effectiveness of the campaign – and most critically, a justification for your that assessment.

Your project will be assessed on:

- Correct and thorough application of course concepts
- Clear, concise and professional communication of your ideas
- Adherence to formatting requirements, including:
 - o Inclusion of a cover page with student's name and student ID
 - o Each student must hand in a hard copy of the project, as well as submitting it through Turnitin
 - o Report should be 5-7 double spaced pages long, excluding references, and cover page. APA formatting is strongly recommended throughout the paper.
 - o **APA style citations and references must be included for ALL sources. Secondary research will be necessary to properly complete this project.** Please ask if you have any questions.

Simulation Participation and Analysis

You will participate in two rounds of the Mimic Simulation. You will then analyze your performance in the Mimic Simulation, assessing what went well and what could have been improved using course concepts and terminology.

Your project will be assessed on:

- Active, thoughtful participation in both rounds of Mimic Simulation
- Correct and thorough application of course concepts
- Clear, concise and professional communication of your ideas
- Adherence to formatting requirements, including:
 - o Inclusion of a cover page with student's name and student ID
 - o Each student must hand in a hard copy of the project, as well as submitting it through Turnitin
 - o Report should be 3-4 double spaced pages long, excluding references, and cover page. APA formatting is strongly recommended throughout the paper.
 - o **APA style citations and references must be included for ALL sources. Secondary research will be necessary to properly complete this project.** Please ask if you have any questions.

Team Assignment: Digital Marketing Plan

In a small team, you will build a digital media plan for an existing organization (please note this must be a different organization than the one used in the Digital Marketing Observation and Analysis). This will include:

- An analysis of the situation, organization and broader context in which it is operating
- A carefully articulated objective for the plan, which either clearly connects to the organization's stated purpose (mission, vision and values) and broader communication plan or successfully justifies a departure from that purpose.
- A thoughtful discussion, analysis and recommendation of target audience.
- A well thought out set of digital strategies and tactics that could realistically help the organization to meet its objective
- A clearly laid out implementation plan that details how the work will be completed, and how you will identify and work with key influencers and sub groups in the organization
- An evaluation plan that details when and how the work will be assessed to determine if the objective has been achieved.

Your project will be assessed on:

- Complete development of all aspects of the plan
- Correct and thorough application of course concepts
- Clear, concise and professional communication of your ideas
- Consistency throughout the presentation. For example, the implications from your analysis should lead to a clear objective statement, and all activities described in the plan should connect to this statement.
- Adherence to formatting requirements, including:
 - o Inclusion of a cover page with each student's name and student ID
 - o A table of contents
 - o Each team must hand in a hard copy of the project, as well as submitting it through Turnitin
 - o Report should be 15 double spaced pages long, excluding table of contents, appendices, exhibits, references, and cover page. APA formatting is strongly recommended throughout the paper.
 - o **APA style citations and references must be included for ALL sources. Secondary research will be necessary to properly complete this project.** Please ask if you have any questions.

- The main body of the paper must be able to be read (“standalone”) without the appendices, and any all appendices must be referred to in the main body of the paper.

Team Assignment: Digital Marketing Presentation

The Digital Marketing Presentation should be a “pitch” of your Digital Marketing Plan. Key elements of the plan must be included, and conveyed in a way that maximizes the opportunities of “presentation” as a medium. For example, students might include thoughtful use of visuals and videos. Student should limit reliance on notes and find ways to interest and connect with the audience. Presentations should be well organized, should include an agenda slide and should begin with introductions of the members of the team and end with concluding remarks. Business attire is not required but is strongly suggested. All presentations must be properly cited and referenced using APA.

- Each team must hand in a hard copy of the project, as well as submitting it through Turnitin
- The time limit will be announced in week 1.
- Every group member must present.

A Note Regarding Email

Please refer to the following guidelines regarding the use of email in this course:

1. Email is fine for sharing information and for setting up meetings and appointments.
2. It is useful for simple questions of clarification, but not ideal for anything more complex. In those cases, please make an appointment with me. This includes questions about grades or group dynamics.
3. Please ensure you use tone and language appropriate to a professional environment in your emails. If you are unclear about what this might entail, don’t hesitate to reach out.
4. **I will check email on a daily basis Monday through Friday during normal business hours during the term. I will respond to your emails as promptly as possible, usually within one business day. (Please keep this in mind especially as you approach key deadlines and tests/exams so you don’t get stuck!)**

Appointments

Please make an appointment if you wish to meet with me. Appointments can be arranged by approaching me after class or by sending an email to set up a mutually convenient time.

Make sure to be on time, have an objective for the discussion and bring a copy of your paper or exam if you wish to discuss it.

Privacy

In order to respect privacy laws, and the privacy of individual students, the only methods student grades will be communicated will be via OWL, direct contact with me or on a test/exam/report/essay paper. I am not able to email your grade to any email address.

Student grades are confidential. Please take this into consideration when sharing your grades or asking others to share their grades. Your choice to share your grades will not be taken into consideration in any grading decision made and in order to respect the privacy of each student, I will only discuss individual grades with the student in question.

The University is committed to protecting specific types of information, which, if disclosed, could reasonably be expected to result in harm to the University, an identifiable individual, or a third party. As a result, I am not able to release any information including, but not limited to, a student’s personal information, attendance or grade records, to anyone other than the individual involved.

Dropping a Course

In order to drop a course without academic penalty, you must drop the course by the following date: Winter Term Half Credit Course March 7

For further details, check the online academic calendar in the registrar's website or check with your academic advisor.

To book an appointment with one of Brescia's Senior Academic Advisors, call 519.432.8353, extension 28266.

2018-19 BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

1. POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim. All such requests for academic accommodation **must** be made through an Academic Advisor and include supporting documentation.

Academic accommodation for illness will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete her academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated.

Students must submit their documentation along with a request for relief specifying the nature of the accommodation being requested no later than two business days after the date specified for resuming responsibilities. In cases where there might be an extended absence or serious issue, students should submit their documentation promptly and consult their Academic Advisor for advice during their recovery period.

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Appropriate academic accommodation will be determined by the Dean's Office/Academic Advisor in consultation with the student's instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty. Please note that personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are **not** grounds for academic accommodation.

A UWO Student Medical Certificate (SMC) is **required** if a student is seeking academic accommodation on medical grounds. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. A SMC can be downloaded from: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf. The student must request documentation sufficient to demonstrate that her ability to meet academic responsibilities was seriously affected.

Please note that under University Senate regulations documentation stating simply that the student "was seen for a medical reason" or "was ill" is **not** adequate to support a request for academic accommodation.

The full policy on requesting accommodation due to illness can be viewed at:
http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12

2. ACADEMIC CONCERNS

If you feel that you have a medical or personal challenge that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. Retroactive requests for academic accommodation on medical or compassionate grounds are not normally considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult your Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines (refer to the Registrar's website, <http://brescia.uwo.ca/academics/registrar-services/> or the list of official sessional dates in the Academic Calendar, see the Sessional Dates tab at <http://www.westerncalendar.uwo.ca/index.cfm?SelectedCalendar=Live&ArchiveID=>). You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. *Note that dropping a course may affect OSAP eligibility and/or Entrance Scholarship eligibility.*

3. ABSENCES

Short Absences: If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment.

Cover any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

Extended Absences: If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work and arrange academic accommodations, if appropriate and warranted.

It is important to note that the Academic Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory
(http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=5&SelectedCalendar=Live&ArchiveID=#SubHeading_68).

4. SCHOLASTIC OFFENCES

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at:
http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_20 .

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Note that 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 without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. Students are advised to consult the section on Scholastic Discipline for Undergraduate Students in the Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Academic Dean's Office, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse.

The penalties for a student guilty of a scholastic offence (including plagiarism) include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

Plagiarism:

Students must write their essays and assignments in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence.

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 for such checking 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 The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Computer-marked Tests/exams:

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal is to be sent to the School Chair. If the response of the Chair is considered unsatisfactory to the student, she may then submit a written appeal to the Office of the Dean. If the student is not satisfied with the decision of the Dean, she may appeal to the Senate Review Board Academic (SRBA), if there are sufficient grounds for the appeal. For information on academic appeals you can consult your Academic Advisor or see the Student Academic Appeals

– Undergraduate in the

Academic Calendar

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=LIVE&ArchiveID=#Page_14.

Note that final course marks are not official until the Academic Dean has reviewed and signed the final grade report for the course. If course marks deviate from acceptable and appropriate standards, the Academic Dean may require grades to be adjusted to align them with accepted grading practices.

6. PREREQUISITES

Unless you have either the prerequisites for a course or written special permission from the Dean to enroll in it, you will be removed from the course and it will be deleted from your record. This decision may not be appealed.

You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisite(s).

7. SUPPORT

Support Services

The Brescia University College Registrar's website, with a link to Academic Advisors, is at

<http://brescia.uwo.ca/academics/registrar-services/> . The website for the Student Development Centre at Western is <http://www.sdc.uwo.ca/> .

Mental Health and Wellness

Students may experience a range of issues that can cause barriers to your learning, such as increased anxiety, feeling overwhelmed, feeling down or lost, difficulty concentrating and/or lack of motivation. Services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about mental health and wellness at Brescia at <http://brescia.uwo.ca/life/mental-health-wellness/>. Students who are in emotional/mental distress should refer to Health and Wellness at Western, http://uwo.ca/health/mental_wellbeing/index.html, for information about how to obtain help for yourself or others.

Sexual Violence

All members of the Brescia University College community have a right to work and study in an environment that is free from any form of sexual violence. Brescia University College recognizes that the prevention of, and response to, Sexual Violence is of particular importance in the university environment. Sexual Violence is strictly prohibited and unacceptable and will not be tolerated. Brescia is committed to preventing Sexual Violence and creating a safe space for anyone in the Brescia community who has experienced Sexual Violence.

If you or someone you know has experienced any form of Sexual Violence, you may access resources at <http://brescia.uwo.ca/life/sexual-violence/>.

Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.