



COLORADO STATE UNIVERSITY  
— GLOBAL —

## MKG510: STRATEGIC ANALYSIS OF IMC AND DIGITAL MARKETING

**Credit Hours:** 3

**Contact Hours:** This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

**Faculty Information:** Faculty contact information and office hours can be found on the faculty profile page.

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### COURSE DESCRIPTION AND OUTCOMES

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**Course Description:**

This course provides the student with a theoretical and application-oriented understanding of the internet marketplace and its role in an overall marketing strategy. The course examines the vital daily functions a company performs with regards to digital marketing. Additionally, this course provides a basic understanding of how to measure the effectiveness of marketing programs and assess ethical issues associated with digital marketing.

**Course Overview:**

This course explores the theory and practice of internet marketing and its role in an overall marketing strategy. It examines the daily tasks associated with digital marketing through the various media available. Topics to be explored include IMC, digital marketing, advertising and promotions, public relations, regulations, and ethics. Scholarly writing will accompany the text readings.

**Course Learning Outcomes:**

1. Identify the fundamental differences between media planning and communications planning.
2. Illustrate how a coordinated marketing-mix campaign utilizing integrated marketing communications is effective and sustainable within an organization's operations.
3. Discuss the importance of maintaining a consistent IMC promotional program within an organization.
4. Examine the effectiveness of digital marketing techniques in reaching and maintaining a high level of customer relationship management (CRM).
5. Describe the financial implications of using digital-marketing techniques in the overall marketing program.
6. Assess the legal and ethical implications of traditional and digital-marketing methods.
7. Examine the growth of mobile marketing as part of an IMC.

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## PARTICIPATION & ATTENDANCE

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Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first seven days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

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## COURSE MATERIALS

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### Required:

Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). New York, NY: McGraw-Hill Education. ISBN 9781259548147

**NOTE:** All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

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## COURSE SCHEDULE

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### Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the opening exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

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## WEEKLY READING AND ASSIGNMENT DETAILS

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### Module 1

#### Readings

- Chapters 1 & 2 in *Advertising and Promotion – An Integrated Marketing Communication Perspective*
- Csikósová, A., Antošová, M., & Čulková, K. (2014). Strategy in direct and interactive marketing and integrated marketing communications. *Procedia - Social and Behavioral Sciences*, 116, 1615–1619. <https://doi.org/10.1016/j.sbspro.2014.01.444>

- Ots, M., & Nyilasy, G. (2017). Just doing it: Theorising integrated marketing communications (IMC) practices. *European Journal of Marketing*, 51(3), 490-510.  
doi:<http://dx.doi.org.csuglobal.idm.oclc.org/10.1108/EJM-08-2015-0595>

### **Discussion (25 points)**

## **Module 2**

### **Readings**

- Chapters 3, 4, & 5 in *Advertising and Promotion – An Integrated Marketing Communication Perspective*
- Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. *Journal of Marketing*, 80(6), 122–145. <https://doi.org/10.1509/jm.15.0419>
- Payne, E., Paltier, J., & Barger, V. (2017). Omni-channel marketing, integrated marketing communications and consumer engagement a research agenda. *Journal of Research in Interactive Marketing*, 11(2), 185–197. <https://doi.org/10.1108/JRIM-08-2016-0091>

### **Discussion (25 points)**

### **Critical Thinking: (90 points)**

#### **Option 1: “Why” in Demographics**

Chapter 2 introduces the concept of "why" in demographics. Research a company not already used in the class so far (either by the course or by you or your classmates) and answer the following questions:

1. Why does your company need to do targeting?
2. Why do they pick the demographic(s) they do for their research?
3. Why are other demographics not important?
4. Why should consumers respond to their targeting?

Your well written paper should meet the following requirements:

- Be 4-5 pages in length, not including the cover page or the references.
- Be formatted according to the CSU Global Guide to Writing and APA.
- Include at least 3 scholarly/academic sources with two peer-reviewed articles from a journal. The CSU Global Library is a good place to find these resources.
- Include a title page, section headers, introduction, conclusion and references page.

Use APA headings to organize the sections in your paper (use the questions as headings).

#### **Option 2: “How” in Demographics**

Consider the "how" that answers the "why" in demographics (Chapter 2). Research a company not already used in the class so far (either by the course or by you or your classmates) and answer the following questions:

1. How does your company target its customers?
2. How does demographic(s) affect market research to determine a target market?
3. Can a company determine a target market without demographics? Explain.

4. How often do consumers respond to being targeted by your company?

Your well written paper should meet the following requirements:

- Be 4-5 pages in length, not including the cover page or the references.
- Be formatted according to the CSU Global Guide to Writing and APA.
- Include at least 3 scholarly/academic sources with two peer-reviewed articles from a journal. The CSU Global Library is a good place to find these resources.
- Include a title page, section headers, introduction, conclusion and references page.

Use APA headings to organize the sections in your paper (use the questions as headings).

## Module 3

### Readings

- Chapters 6 & 7 in *Advertising and Promotion: An Integrated Marketing Communication Perspective*
- Murthy, P., & Mantrala, M. (2005). Allocating a promotion budget between advertising and sales contest prizes: An integrated marketing communications perspective. *Marketing Letters*, 16(1), 19–35. <https://doi.org/10.1007/s11002-005-1138-6>
- Woodard, B. (2005). Editorial: Can IMC make channels come alive? *Journal of Advertising Research*, 45(4), 355. <https://doi.org/10.1017/S0021849905050415>

### Discussion (25 points)

#### Critical Thinking: (90 points)

##### **Option 1: Consumer Decision Journey and the Internet**

In Chapter 4, we read about the consumer decision journey. The text covers part of the evolution of the model. Given the current state of the internet, write a paper that addresses:

1. How has the internet changed the search for information for consumers?
2. How has it changed the retail model for businesses?
3. Have the demographics of buyers changed due to the internet?
4. Which demographics are impacted, positively and negatively?

Your well written paper should meet the following requirements:

- Be 4-5 pages in length, not including the cover page or the references.
- Be formatted according to the CSU Global Guide to Writing and APA.
- Include at least 3 scholarly/academic sources with two peer-reviewed articles from a journal. The CSU Global Library is a good place to find these resources.
- Include a title page, section headers, introduction, conclusion and references page.

Use APA headings to organize the sections in your paper (use the questions as headings).

##### **Option 2: Consumer Decision Journey and Mobile Technology**

In Chapter 4, we read about the consumer decision journey. The text covers part of the evolution of the model. Given the current state of mobile (cell phone technology), write a paper that addresses:

1. How has mobile changed the search for information for consumers?
2. How has it changed the retail model for businesses?
3. Have the demographics of buyers changed due to mobile?
4. Which demographics are impacted, positively and negatively?

Your well written paper should meet the following requirements:

- Be 4-5 pages in length, not including the cover page or the references.
- Be formatted according to the CSU Global Guide to Writing and APA.
- Include at least 3 scholarly/academic sources with two peer-reviewed articles from a journal. The CSU Global Library is a good place to find these resources.
- Include a title page, section headers, introduction, conclusion and references page.

Use APA headings to organize the sections in your paper (use the questions as headings).

## Module 4

### Readings

- Chapters 8, 9, & 10 in *Advertising and Promotion: An Integrated Marketing Communication Perspective*
- Cannon, H. M. (2013). Toward a convergent framework for coordinating media and creative strategy. *American Academy of Advertising Conference Proceedings*, 172-176.
- Neff, J. (2010). Why marketers shouldn't always blame the media. *Advertising Age*, 81(34), 10.
- Seyyed Amiri, N., Dastourian, B., Foroudi, P., & Nankali, A. (2017). Information technology directors' efforts on innovation, integrated marketing communications and brand equity. *The Bottom Line*, 30(4), 297-309. doi:<http://dx.doi.org.csuglobal.idm.oclc.org/10.1108/BL-08-2017-0022>

### Discussion (25 points)

#### Critical Thinking: (90 points)

##### **Option 1: Advertising Appeals**

In Chapter 9, the authors write about media appeals. For your paper, answer the following questions:

1. Which is better, a rational appeal or an emotional appeal?
2. Find an example of a campaign (not used before in the class) that used one or the other type of appeal effectively. In addition to the campaign, what did critics have to say about the campaign?
3. How would you rewrite the campaign to include the type of appeal not chosen by the ad agency?
4. Would user-generated content have worked for your campaign?

Your well written paper should meet the following requirements:

- Be 4-5 pages in length, not including the cover page or the references.
- Be formatted according to the CSU Global Guide to Writing and APA.
- Include at least 3 scholarly/academic sources with two peer-reviewed articles from a journal. The CSU Global Library is a good place to find these resources.
- Include a title page, section headers, introduction, conclusion and references page.

Use APA headings to organize the sections in your paper (use the questions as headings).

## **Option 2: Alternate Technology**

In the readings this week, technology is shown to be utilized in IMC. Research and give examples not already used by you or your classmates in the discussion or in your papers of companies that have gone to extraordinary lengths to use new and emergent technology in campaigns. For your paper, answer the following points:

1. List at least 3 examples of new technology used by the companies.
2. What makes these technologies appealing to the advertiser?
3. Are consumers responding to the campaigns?
4. Are they cost effective in terms of ROI?
5. Will technology replace traditional forms of ad campaigns? Why or why not?

Your well written paper should meet the following requirements:

- Be 4-5 pages in length, not including the cover page or the references.
- Be formatted according to the CSU Global Guide to Writing and APA.
- Include at least 3 scholarly/academic sources with two peer-reviewed articles from a journal. The CSU Global Library is a good place to find these resources.
- Include a title page, section headers, introduction, conclusion and references page.

Use APA headings to organize the sections in your paper (use the questions as headings).

## **Portfolio Milestone (25 points)**

### **Option 1: Domestic Company Selection**

First, review the Portfolio Project description and the grading rubric in the Module 8 folder. Then, choose a company that you will study and become an expert on in preparation for the final project.

**There can be only one person per company.** Submit your choice to the appointed discussion board: first-come, first-served.

It is best if we have representation from different industries from consumer goods to technology, so be aware of companies that have already been selected.

**Helpful Hint:** It is best to select a company in which you have some specific interest. Small businesses are not recommended because of the limited amount of digital and social media marketing that is being utilized. Therefore, it is best to focus on a Fortune 1000 type of company.

### **Instructions:**

- Choose a large domestic U.S. company and provide a viable digital marketing recommendation (techniques, strategies, etc.) for the company, your initial campaign goals, and your target market.
- Be sure to support your statements with logic and argument and a minimum of two peer-reviewed articles/journal, citing any sources referenced. Use the CSU Global Library or other online resources to retrieve your scholarly or peer-reviewed article/journal.

Post your initial response early and check back often to continue the discussion. Post an initial, substantive response by Thursday at 11:59 p.m. MST and respond to two or more peers with

substantive responses by Sunday at 11:59 p.m. MST. A substantive initial post answers the question presented completely and/or asks a thoughtful question pertaining to the topic with at least one peer-reviewed source. Substantive peer responses ask a thoughtful question pertaining to the topic and/or answer a question (in detail) posted by another student or the instructor. A minimum of one peer-reviewed source is needed for one peer response. Respond to your instructor's posts as well.

### **Option 2: Global Company Selection**

First, review the Portfolio Project description and the grading rubric in the Module 8 folder. Then, choose a Global Company not from the United States that you will study and become an expert on in preparation for the final project.

**There can be only one person per company.** Submit your choice to the appointed discussion board: first-come, first-served.

It is best if we have representation from different regions of the world (e.g., Africa, Asia-Pacific, Europe, Latin/Caribbean, the Middle East/North Africa, and Canada), so be aware of companies that have already been selected. The interactive map linked in the class (see Module 4 Portfolio Milestone, Option 2) is an excellent resource to use when deciding which global company you want to present.

**Helpful Hint:** It is best to select a company in which you have some specific interest. A United States global company is **not an option** for this option; and, if you are a student native to another country, you are urged to research a global company from a different region.

#### **Instructions:**

- Choose a large non-U.S. global company and provide a viable digital marketing recommendation (techniques, strategies, etc.) for the company to market to another country (marketing to the United States is not an option), your initial campaign goals, and your target market.
- Be sure to support your statements with logic and argument and a minimum of two peer-reviewed articles/journal, citing any sources referenced. Use the CSU Global Library or other online resources to retrieve your scholarly or peer-reviewed article/journal.

Post your initial response early and check back often to continue the discussion. Post an initial, substantive response by Thursday at 11:59 p.m. MST and respond to two or more peers with substantive responses by Sunday at 11:59 p.m. MST. A substantive initial post answers the question presented completely and/or asks a thoughtful question pertaining to the topic with at least one peer-reviewed source. Substantive peer responses ask a thoughtful question pertaining to the topic and/or answer a question (in detail) posted by another student or the instructor. A minimum of one peer-reviewed source is needed for one peer response. Respond to your instructor's posts as well.

## **Module 5**

### **Readings**

- Chapters 15 & 18 in *Advertising and Promotion: An Integrated Marketing Communication Perspective*

- Keller, K. (2016). Unlocking the power of integrated marketing communications: How integrated is your IMC program? *Journal of Advertising*, 45(3), 286–301. <https://doi.org/10.1080/00913367.2016.1204967>
- Peltier, J., Zahay, D., & Krishen, A. (2013). A hierarchical IMC data integration and measurement framework and its impact on CRM system quality and customer performance. *Journal of Marketing Analytics*, 1(1), 32–48. <https://doi.org/10.1057/jma.2013.1>
- Reinold, T., & Tropp, J. (2012). Integrated marketing communications: How can we measure its effectiveness? *Journal of Marketing Communications*, 18(2), 113–132. <https://doi.org/10.1080/13527266.2010.489334>

### **Discussion (25 points)**

#### **Critical Thinking: (90 points)**

##### **Option 1: Measurements**

In Chapter 18, the author discusses measurement. For your paper, answer the following questions:

1. Are metrics important? Why do we keep score?
2. What metrics are important?
3. How are metrics used in the marketing process?
4. When should companies collect metrics?
5. Where should this information be shared?

Your well written paper should meet the following requirements:

- Be 4-5 pages in length, not including the cover page or the references.
- Be formatted according to the CSU Global Guide to Writing and APA.
- Include at least 3 scholarly/academic sources with two peer-reviewed articles from a journal. The CSU Global Library is a good place to find these resources.
- Include a title page, section headers, introduction, conclusion and references page.

Use APA headings to organize the sections in your paper (use the questions as headings).

##### **Option 2: Measurements in Use**

In Chapter 18, the author discusses measurement. Research a company not already used by your classmates or written about by you that has been noted in collecting and using metrics in their marketing efforts. For your paper, answer the following points:

1. What specific metrics does your company use or consider important for marketing?
2. How does the company keep score of its metrics?
3. How does the company share its marketing metrics information?
4. Provides some examples where you can utilize your company's metrics for current or future use?

Your well written paper should meet the following requirements:

- Be 4-5 pages in length, not including the cover page or the references.
- Be formatted according to the CSU Global Guide to Writing and APA.



- Include at least 3 scholarly/academic sources with two peer-reviewed articles from a journal. The CSU Global Library is a good place to find these resources.
- Include a title page, section headers, introduction, conclusion and references page.

Use APA headings to organize the sections in your paper (use the questions as headings).

## Module 6

### Readings

- Chapters 17, 20, & 21 in *Advertising and Promotion: An Integrated Marketing Communication Perspective*
- Naumovska, L. & Blazeska, D. (2016). Public relation based model of integrated marketing communications. *UTMS Journal of Economics*, 7(2), 175–186.
- Parsons, A., & Schumacher, C. (2012). Advertising regulation and market drivers. *European Journal of Marketing*, 46(11/12), 1539–1558. <https://doi.org/10.1108/03090561211259970>
- Snyder, W. (2011). Making the case for enhanced advertising ethics how a new way of thinking about advertising ethics may build consumer trust. *Journal of Advertising Research*, 51(3), 477–483. <https://doi.org/10.2501/JAR-51-3-477-483>

### Discussion (25 points)

#### Critical Thinking: (90 points)

##### **Option 1: Ethics and Marketing**

In Chapter 21 we look at ethics in advertising and promotions. Ethics are a fluid concept at many companies. Ethics commonly flow from the top down into the organization. Using the readings and outside research, analyze, and evaluate the current legal and ethical climate regarding IMC. Research a company not already used by your classmates or written about by you as an example, and answer the following:

1. Has the newest technology caused companies to become more or less ethical?
2. What impact does customer involvement have in keeping a company ethical in their communications?
3. How do customers leverage this impact for their goal?
4. Did your company example listen?
5. Did other companies in the same industry listen and respond?

Your well written paper should meet the following requirements:

- Be 4-5 pages in length, not including the cover page or the references.
- Be formatted according to the CSU Global Guide to Writing and APA.
- Include at least 3 scholarly/academic sources with two peer-reviewed articles from a journal. The CSU Global Library is a good place to find these resources.
- Include a title page, section headers, introduction, conclusion and references page.

Use APA headings to organize the sections in your paper (use the questions as headings).

##### **Option 2: The Dark Side of Integrated Marketing Communications (IMC)**

In Chapter 21 we look at ethics in advertising and promotions. Ethics are a fluid concept at many companies. Ethics commonly flow from the top down into the organization. Using the readings and outside research, analyze and evaluate a company not already used by your classmates or written about by you that has been mentioned with an ethical dilemma regarding IMC. **Research an International company** not already used by your classmates or written about by you (also, please do not select any of the following: Enron, BP, Volvo or Exxon). Answer the following:

1. Provide a company that has misused technology, specifically within their IMC.
2. What was the impact of this company's unethical behavior to consumers or its industry?
3. Have there been any government or industry regulations since this occurrence?
  - a. If not, what are some measures that can be used to protect consumers, competitors, etc.
  - b. If so, what measures have been put into place to prevent this from occurring again?
4. Based on your understanding of IMC and ethics, provide an example of an ethical dilemma that may become a potential problem.

Your well written paper should meet the following requirements:

- Be 4-5 pages in length, not including the cover page or the references.
- Be formatted according to the CSU Global Guide to Writing and APA.
- Include at least 3 scholarly/academic sources with two peer-reviewed articles from a journal. The CSU Global Library is a good place to find these resources.
- Include a title page, section headers, introduction, conclusion and references page.

Use APA headings to organize the sections in your paper (use the questions as headings).

### **Portfolio Milestone (25 points)**

#### **Option 1: Domestic Company Selection Outline**

Review the criteria in the Portfolio Project description and submit an outline of your presentation to your instructor for feedback. Your outline should also include your references. To glean the most benefit from this opportunity for early formative feedback, you should try to make this outline as complete as possible, addressing all major points as required in the final product. Remember, this is an outline, not your full paper.

1. Is digital marketing a viable marketing tool for our company?
2. What are our campaign goals?
3. What will our segmentation and target market strategy be?
4. What digital marketing techniques will we use?
5. Does it integrate to our target markets the same way traditional advertising does?
6. How does the company control the message?
7. What legal and ethical issues do we need to address?
8. Do we consider mobile communications as part of our strategy?
9. What does all this cost?
10. Summarize your campaign and the effectiveness.

For the outline, use the 10 questions as headings and write a short (3- to 5- sentence) paragraph for each question that shows your initial thoughts on each question.

## Option 2: Global Company Selection Outline

Review the criteria in the Portfolio Project description and submit an outline of your presentation to your instructor for feedback. Your outline should also include your references. To glean the most benefit from this opportunity for early formative feedback, you should try to make this outline as complete as possible, addressing all major points as required in the final product. Remember, this is an outline, not your full paper.

1. Is digital marketing a viable marketing tool for our company?
2. What are our campaign goals?
3. What will our segmentation and target market strategy be?
4. What digital marketing techniques will we use?
5. Does it integrate to our target markets the same way traditional advertising does?
6. How does the company control the message?
7. What legal and ethical issues do we need to address?
8. Do we consider mobile communications as part of our strategy?
9. What does all this cost?
10. Summarize your campaign and the effectiveness.

For the outline, use the 10 questions as headings and write a short (3- to 5- sentence) paragraph for each question that shows your initial thoughts on each question.

## Module 7

### Readings

- Chapter 15, the section 'Mobile', in *Advertising and Promotion: An Integrated Marketing Communication Perspective*
- Anthes, G. (2011). Invasion of the mobile apps. *Communications of the ACM*, 54(9), 16–18. <https://doi.org/10.1145/1995376.1995383>
- Yang, B., Kim, Y., & Yoo, C. (2013). The integrated mobile advertising model the effects of technology- and emotion-based evaluations. *Journal of Business Research: JBR*, 66(9), 1345–1352.

### Discussion (25 points)

## Module 8

### Readings

- Chapter 14 in *Advertising and Promotion: An Integrated Marketing Communication Perspective*
- Kerr, G., & Kelly, L. (2017). IMC education and digital disruption. *European Journal of Marketing*, 51(3), 406–420. <https://doi.org/10.1108/EJM-08-2015-0603>
- Rakić, B., & Rakić, M. (2014). Integrated marketing communications paradigm in digital environment the five pillars of integration. *Megatrend Revija*, 11(1), 187–204. <https://doi.org/10.5937/MegRev1401187R>

### Discussion (25 points)

### Portfolio Project (300 points)

## Option 1: Domestic Company Selection Portfolio Video

For this Portfolio Project, you will synthesize and apply the concepts, principles, and theories studied in this course within the context of the scenario that follows:

You are the digital marketing manager for a global company. You have been asked by management to integrate your digital platforms into the overall integrated marketing communications currently used by your company. As this is the first time the company has attempted to do this, you must first justify your department within the larger marketing context, and then show how your current operations integrate. Because your company has international locations, you will be preparing a video to be shared with all departments to review before any action is taken.

Based on the knowledge you gained from this course, address the questions below:

1. Is digital marketing a viable marketing tool for our company?
2. What are our campaign goals?
3. What will our segmentation and target market strategy be?
4. What digital marketing techniques will we use?
5. Does it integrate with our target markets the same way traditional advertising does?
6. How does the company control the message?
7. What legal and ethical issues do we need to address?
8. Do we consider mobile communications as part of our strategy?
9. What does all this cost?
10. Summarize your campaign and the effectiveness.

Your video should be between 9 and 10 minutes. Submit your final project for grading as a video on YouTube. If you do not have an account, create one, and make sure your profile is set to public, not private. Submit a proper APA-styled cover sheet with the URL of your video, and your references. Cite your reference as part of your presentation. **Do not send a video file to the instructor.**

Include at least five scholarly references (three of which are peer-reviewed) in addition to the course textbook. The CSU Global Library is a good place to find these resources. Your references must be formatted according to CSU Global Guide to Writing and APA.

Review the grading rubric to see how you will be graded for this assignment.

### **Option 2: Global Company Selection Portfolio Slide Presentation**

For this Portfolio Project, you will synthesize and apply the concepts, principles, and theories studied in this course within the context of the scenario that follows:

You are the digital marketing manager for a global company. You have been asked by management to integrate your digital platforms into the overall integrated marketing communications currently used by your company. As this is the first time the company has attempted to do this, you must first justify your department within the larger marketing context, and then show how your current operations integrate. Because your company has international locations, you will be preparing a slide presentation (use PowerPoint or another slide-presentation program with which you are familiar) to be shared with all departments to review before any action is taken.

Based on the knowledge you gained from this course, address the questions below:

1. Is digital marketing a viable marketing tool for our company?
2. What are our campaign goals?
3. What will our segmentation and target market strategy be?
4. What digital marketing techniques will we use?

5. Does it integrate with our target markets the same way traditional advertising does?
6. How does the company control the message?
7. What legal and ethical issues do we need to address?
8. Do we consider mobile communications as part of our strategy?
9. What does all this cost?
10. Summarize your campaign and the effectiveness.

Your presentation should comprise 25 to 30 slides and contain both graphics and speaker's notes. Speaker's notes should be 250 to 350 words per slide; include appropriate citations with references in APA format. Include at least five scholarly references (three of which are peer-reviewed) in addition to the course textbook. The CSU Global Library is a good place to find these resources. Your submission must be formatted according to CSU Global Guide to Writing and APA.

Review the grading rubric to see how you will be graded for this assignment.

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## COURSE POLICIES

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Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

### Course Grading

20% Discussion Participation  
 45% Critical Thinking Assignments  
 35% Final Portfolio Project

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## IN-CLASSROOM POLICIES

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For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

### **Academic Integrity**

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see *CSU-Global Guide to Writing and APA* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the library and internet resources.

### **Citing Sources with APA Style**

All students are expected to follow the *CSU-Global Guide to Writing and APA* when citing in APA (based on the *APA Style Manual*, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions in your course.

### **Disability Services Statement**

CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

### **Netiquette**

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom.

If you have concerns about something that has been said, please let your instructor know.