

**Course Number & Title** – MKT310 Digital Marketing

**Department** – Business Administration

**Contacting Your Professor** – To contact your professor, in Canvas, select “Inbox” from the global navigation bar on the left-hand side of your screen. After selecting “Inbox,” click the pencil in the top right of your screen to begin your message. Type in your professor's name and your message before sending.

**Delivery** – Online

**Course Description** – This course is an integral part of many firms' and consumers' daily activities. Digital marketing is an important part of the marketing strategy and given the nature of technology many strategic and social challenges are presented. This course examines theories and concepts underlying the use of information and communication technology while challenging students to critique and utilize digital tools and social media. The identification of critical success factors and best practices are central to the course, as are methods for analyzing marketing effectiveness. The theories and realities of digital marketing in both business-to-consumer (B2C) and business-to-business (B2B) markets are discussed. Particular interest will be paid to how to execute digital marketing in today's world from a biblical stance. (3 credits)

**Course Prerequisite** – MKT305 Strategic Marketing

**Student Learning Outcomes** – As a result of this course, the student will do the following:

1. To have a basic understanding of all main digital marketing channels, how they work, and when they are appropriate to use in a digital marketing plan: websites, landing pages, email marketing, social media marketing, paid search, organic search, video marketing, and blogs/vlogs.
2. Have a basic understanding of compliance initiatives in digital marketing: WCAG, GDPR, CCPA, CAN-SPAM
3. Understand different digital marketing techniques available to drive action from the target audience.
4. Learn how to identify tone for digital content development.
5. Understand ways to measure the success of a campaign across multiple channels.
6. Develop a proposal for a digital marketing strategy and plan to promote a new product for an existing brand utilizing at least five digital marketing channels.

### **Course Requirements**

1. *Textbooks*
  - a. Gildner, Gil & Anya Gildner, *Becoming a Digital Marketer*, Baltika Press, 2019. ISBN: 9781733794879

- b. Diamond, Stephanie, *Digital Marketing All-in-One for Dummies*, John Wiley & Sons, 2019. ISBN: 9781119560234
- 2. *Materials* – None
- 3. *Assignments*
  - a. **Weekly Online Assignments (20%)** – You are expected to follow instructions for all online assignments, posting responses on time and as instructed. Assignments will include analyzing reading assignments, developing online content, researching digital marketing, and developing components of your final marketing campaign plan. (SLOs 1–4)
  - b. **Discussion Forums (15%)** – Discussions will take place throughout the course, typically in response to course materials or a set of questions provided by the instructor. These discussions are meant to build and enhance the learning community as we interact with each other as a class. You will be expected to post thorough and professional responses to at least two students in each assigned discussion. (SLOs 1–4)
  - c. **Digital Marketing Campaign Plan/Proposal (25%)** – You will develop a digital marketing campaign for an existing brand of your choice to promote a new (made-up) product. You will submit your brand of choice to the instructor for approval prior to starting any work associated with the plan. For your product, you must utilize at least five digital marketing channels in your campaign. A plan template will be provided. You're encouraged to show creativity in your plan, incorporating images, icons, graphics, and branding elements throughout. (SLOs 1–6)
  - d. **Digital Marketing Presentation (20%)** – In conjunction with the Digital Marketing Campaign Plan/Proposal, you will be required to submit a PowerPoint presentation of your plan on video. Specific instructions will be provided in the course. (SLOs 1–6)
  - e. **Meeting Participation Reports (5%)** – Each week, you will participate in a live meeting led by your instructor to discuss course topics, ask questions, and reflect on what you're learning. These meetings will be conducted online, and you are required to participate either through live attendance or by watching the recording and completing a reflective activity. Further details will be provided by your instructor.
- 4. *Exams and Quizzes*
  - a. **Quizzes (15%)** – You will take two timed quizzes throughout the course. These quizzes will assess your ability to accurately and thoroughly recall key ideas present in the reading. Success on these quizzes requires careful attention to the main ideas of the text as well as how these ideas might be interconnected with our course learning goals. (SLOs 1–4)
- 5. *Extra Credit* – None

## Course Procedures

- 1. *Course Practices* – This online course uses discussions, readings, videos, and other resources and activities to aid and measure the learning of its objectives. Work through the weeks in sequential order, completing the learning explorations and assignments. Please take these opportunities to interact with the instructor and fellow students about the course content, the learning experience, and the relationships between the material and one's experience.

2. *Grading Policy, Rating Scale, Assignment Weights, etc.*

<i>Excellent</i>	A	=	94–100		B-	=	80–83		D+	=	67–69
	A-	=	90–93		C+	=	77–79	<i>Passing</i>	D	=	64–66
	B+	=	87–89	<i>Average</i>	C	=	74–76		D-	=	60–63
<i>Good</i>	B	=	84–86		C-	=	70–73	<i>Failure</i>	F	=	0–59

The weight of each assignment in relation to your final grade is allocated in this way:

Weekly Online Assignments	20%
Discussion Forums	15%
Digital Marketing Campaign Plan/Proposal	25%
Digital Marketing Presentation	20%
Meeting Participation Reports	5%
Quizzes	15%

3. This course adheres to [LBC | Capital's Global undergraduate policies and services](#). These include:

- a. Attendance Policy
- b. Late Assignment Policy
- c. Make-up Policy
- d. Ally Center Statement
  - i. Accessibility Services
  - ii. Writing Services
  - iii. Academic Mentoring Services
- e. Academic Integrity Statement
- f. Statement on Self-Care

### Course Resources

1. *Technology Difficulties* – The Help Desk is available to help you with computer and technology problems and questions. Call 717.560.8200 ext. 4357 (HELP), email [help@lbc.edu](mailto:help@lbc.edu), or visit [lbc.edu/helpdesk](http://lbc.edu/helpdesk).
2. *Library Resources* – The library subscribes to numerous databases to provide access to scholarly and peer-reviewed journal articles, eBooks, newspapers, magazines, and much more. Online resources are accessible anywhere on campus or remotely 24/7 using your LBC username and password. To access these resources, go to [lbc.edu/library](http://lbc.edu/library). The library website also includes links for students to request research assistance:
  - CHAT NOW is for immediate assistance – usually from a non-LBC librarian.
  - ASK US is for information from an LBC librarian within 24 hours (Monday–Friday).
  - SCHEDULE A MEETING is for arranging an appointment with a librarian, either in-person or online.

3. *Program/Content Coordinator* – [business@lbc.edu](mailto:business@lbc.edu)
4. *Bibliography* – None
5. *Extra Resources* – None