

DMK 420 Mobile Marketing

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: None

Over 50% of web users now combine desktop and tablet or phone browsing when researching or purchasing. Over a quarter of all emails are read on smartphones; that number climbs to over 70% for users under 30. There is no doubt that mobile is the digital platform of the future.

Mobile Marketing looks at the ways marketers can reach the ever-growing mobile demographic. The class looks at how to bring all aspects of your digital presence: website, email, social media, and advertising, into the mobile world. From virtual reality to mobile payments, the course also looks at the latest options available for creative mobile campaigns.

This hands-on class will provide plenty of practice in building mobile marketing programs. **STUDENTS WILL HAVE THE CHANCE TO LEARN REAL-LIFE MOBILE TECHNOLOGIES, AND APPLY THEM TO BUSINESS CASES THEY CHOOSE.**

Course Outcomes

At the completion of this course, students should be able to:

- Explain the role of mobile marketing in the marketing mix
- Apply principles of mobile marketing to specific client goals
- Describe mobile technologies and utilize them
- Develop mobile marketing materials that are appropriate and effective
- Characterize how to measure mobile marketing effectiveness

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.
- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Required Textbooks:

Rowles, D. (2017). *Mobile marketing: How mobile technology is revolutionizing marketing, communications, and advertising*. London, England: Kogan Page. 2nd Ed.

Ghose, A. (2017). *Tap: Unlocking the mobile economy*. Cambridge, MA: MIT Press.

Bookstore Information

Access the bookstore in the left-hand navigation of any canvas course.

Library Services

Detailed information about the eLibrary can be found in the Student Resource Center. This is a course that all students have access to during their academic career.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website:

<https://community.canvaslms.com/docs/DOC-4121>

Weekly Schedule

Week 1	Introduction to Mobile Marketing
Outcomes	<ul style="list-style-type: none"> • Discuss the basics of mobile marketing and the mobile landscape • Describe specific examples of current mobile marketing and understand the underlying technologies • Apply current mobile marketing strategies to a chosen brand in a thoughtful and effective way
Readings	<ul style="list-style-type: none"> • Rowles, Chapters 1 and 2 • Ghose, Introduction and Chapter 1 • Micro-Moments: Your Guide to Winning the Shift to Mobile. • Behavioral Science Factors for Mobile Marketing.
Lectures	<ul style="list-style-type: none"> • The Rise of the Mobile Consumer • Why Mobile Marketing is Different
Multimedia	<ul style="list-style-type: none"> • The Mobile Movement: Understanding Smartphone Consumers
Discussion	Examples of mobile marketing
Assignments	Mobile marketing benefit

Week 2	The Mobile Web & Consumer Experience
Outcomes	<ul style="list-style-type: none"> • Describe mobile technologies including responsive design and their specific uses • Develop mobile marketing sites that are effective and appropriate • Explain how to measure mobile marketing effectiveness and identify basic measurement tools
Readings	<ul style="list-style-type: none"> • Rowles, Chapters 3 and 8 • Ghose, Chapters 2 and 3 • 2019 Mobile Consumers Report • What Makes a Good Mobile Site? Web Fundamentals Google Developers. • The ultimate guide to Snapchat marketing in 2019. • Why mobile first design is the only 2019 strategy that will work.

Lectures	<ul style="list-style-type: none"> • Why a Good Mobile Experience Matters • Knowing Who Your Mobile Users Are
Multimedia	<ul style="list-style-type: none"> • What is responsive web design? • What is responsive design • How to view your website's mobile traffic using google analytics
Discussion	Good and deficient mobile web experiences
Assignments	Group Assignment - Website with a responsive design

Week 3 Social, Local, Mobile, and Why Search Matters	
Outcomes	<ul style="list-style-type: none"> • Summarize the role of mobile marketing in relation to its key connections in the marketing mix, including search and social • Describe currently-used real-world marketing technologies in use locally and nationally • Explain how to measure mobile marketing effectiveness and define what makes a campaign effective
Readings	<ul style="list-style-type: none"> • Rowles, Chapters 4, 11, and 12 • Ghose, Chapter 4 • 88% of consumers show 'appnastic' mobile behavior. • Mobile search - Statistics & facts. • Local search: It's all about mobile. • Mobile Advertising & Trends. • 5 Ways to Integrate Snapchat Into Your Marketing Strategy.
Lectures	<ul style="list-style-type: none"> • Main Street and Mobile: Local and Mobile Marketing • Interview with CraveLabs-Case Studies and Tactics in Local Mobile
Multimedia	<ul style="list-style-type: none"> • The future of money and mobile payments • The mobile payment revolution: Welcome to interchange zero • Google AdWords: Using location to make your ad more relevant
Discussion	A "digital divide" on Main Street
Assignments	CheckInVitational

Week 4	Consumer Behavior
Outcomes	<ul style="list-style-type: none"> • Describe mobile technologies that are significantly impacting consumer behavior • Develop mobile marketing materials that are appropriate and effective • Apply mobile marketing to specific client goals related to consumer behavior
Readings	<ul style="list-style-type: none"> • Rowles, Chapters 5, 6, and 10 • The Consumer Behaviors Shaping the Next Generation of Mobile Experiences. • How mobile has changed our present and future search behavior. • Mobile, Desktop Search Behavior Differs Greatly on Google, Study Shows. • How information-seeking behavior has changed in 22 years
Lectures	<ul style="list-style-type: none"> • Showrooming and Bargain Shopping: How Retail is Changing with Mobile • Gamification, Custom Apps, and Engaging Your Consumer
Multimedia	<ul style="list-style-type: none"> • Marketing with gamification and apps • Smart gamification: Seven core concepts for creating compelling experiences
Discussion	Showrooming
Assignments	App Creation
Quiz	Refer to your course

Week 5 Integrated Mobile Messaging	
Outcomes	<ul style="list-style-type: none"> Identify the role of mobile marketing in the marketing mix by adapting traditional marketing mix to mobile platforms Apply principles of mobile marketing, including design and usability to client channel goals Develop effectively designed and structured mobile marketing materials
Readings	<ul style="list-style-type: none"> Rowles, Chapters 9 and 13 Campaign Monitor (2019): Guide: Email marketing in the mobile era. Brand Design is Going Mobile. How to build a stronger brand image in a mobile marketing environment
Lectures	<ul style="list-style-type: none"> Integrating Mobile into Your Mix Social, Email, and Content: How Mobile is Changing Everything Marketers Do
Multimedia	<ul style="list-style-type: none"> Optimizing the evolving landscape of mobile email marketing
Discussion	Intimate marketing
Assignments	Email marketing and social media presence

Week 6 Augmented Reality and Real-Time Mobile	
Outcomes	<ul style="list-style-type: none"> Describe and apply different uses of virtual reality technologies in mobile marketing Explain how AR and social-mobile events help companies achieve greater customer engagement Measure results of mobile marketing and identify key goals of VR and social-mobile events
Readings	<ul style="list-style-type: none"> Rowles, Chapter 14 The 5 biggest virtual and augmented reality trends in 2020 everyone should know about. Trends that will transform the augmented and virtual reality industry outlook in 2020 What exactly are back channels, and when is it OK to use them? Twitter as an In-Class Backchannel Tool in a Large Required Pharmacy Course.

Lectures	<ul style="list-style-type: none"> • Augmented Reality: Interview with Chris Requena • Social for Events: Apps and Backchannel
Multimedia	<ul style="list-style-type: none"> • 9 easy steps for turning augmented reality into marketing gold • Augmented reality marketing teaser • Interactive marketing-augmented reality
Discussions	<p>Discussion 1: The “Social Backchannel”</p> <p>Discussion 2: AR experience</p>
Assignment	AR experience
Quiz	Refer to your course

Week 7	Mobile Content, Video, and Measurement
Outcomes	<ul style="list-style-type: none"> • Implement mobile marketing metrics to different situations • Describe different mobile content formats • Apply content formats to specific client goals by differentiating among them and describing their applications
Readings	<ul style="list-style-type: none"> • Rowles, Chapters 16, 17, and 19 • How to Get the True Measure of a Mobile Ad. • The definitive guide to mobile app metrics. • Overcoming Mobile Measurement Challenges to Drive Sales Growth.
Lectures	<ul style="list-style-type: none"> • What Makes Good Mobile Content? • Measuring Mobile Marketing
Multimedia	<ul style="list-style-type: none"> • How to measure the effectiveness of mobile ads
Discussion	Accountability
Assignments	Mobile advertising campaign

Week 8	Integrated Marketing and Mobile
Outcomes	<ul style="list-style-type: none"> • Explain the role of marketing and how mobile is changing the marketing mix • Describe emerging mobile marketing technologies and their application to campaigns in the future • Synergize previous lessons and apply to a single client goal in a thoughtful, well-planned way
Readings	<ul style="list-style-type: none"> • Rowles, Chapter 18 • The 2018 mobile marketing report: Stats you need to know. • Top 5 Mobile Marketing Campaigns of 2019 to Inspire Your 2020 Strategy • 6 mobile marketing trends you need to know about.
Lectures	<ul style="list-style-type: none"> • Controversial Technologies, SMS, QR Codes, and the Issue of Quality • Where Is Mobile Headed? Interview with Hunter Gaylor of Howler
Multimedia	<ul style="list-style-type: none"> • 10 hot consumer mobile trends 2014 • The Google mobile playbook: The busy executive's guide to winning with mobile
Discussion	The future of mobile marketing
Assignment	Integrated mobile campaign
Quiz	Refer to your course

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments	40%
Discussions	40%
Quizzes	20%
Total	100%

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.

Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).

- Grading Criteria
- Reasonable Accommodations Policy
- Student Attendance Policy

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- Academic Honesty and Integrity Policy
- Student Engagement and the Granting of Academic Credit
- Copyright Policy

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website.