

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.

COURSE DESCRIPTION AND OUTCOMES

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, to include email marketing, social media, mobile marketing, video marketing, and display advertising. Additionally, this course provides a basic understanding of how to measure the effectiveness of and assess ethical issues associated with digital marketing.

Course Overview:

In this course, you will explore the theory and practice of internet marketing and its role in an overall marketing strategy. We examine the daily tasks associated with digital marketing through the various media available. Additionally, you will gain a basic understanding of how to measure the effectiveness of, and assess ethical issues associated with, digital marketing.

Course Learning Outcomes:

1. Apply the principles of branding, customer lifetime value, and customer retention to digital marketing.
2. Understand how digital practices support an organization's domestic and global marketing strategies plus communications mix.
3. Describe how a company uses various tools—to include email, display advertising, video, and social media—as part of an overall marketing strategy.
4. Evaluate the use of mobile marketing and mobile apps as an emerging marketing force.
5. Analyze how digital marketing efforts are evaluated using search engine optimization, social media metrics, lead generation, and other methods.
6. Assess the challenges with privacy, security, and ethics associated with digital marketing.

PARTICIPATION & ATTENDANCE

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 7 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.

COURSE MATERIALS

Textbook Information is located in the CSU-Global Booklist on the Student Portal.

COURSE SCHEDULE

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 at 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.
- **Live Classroom:** Although participation is not required, Live Classroom sessions are held during [Week 2 and Weeks 5 or 6/Weeks 1, 3, 5, and 7]. There are [two/four] total sessions. (Note that your course may have NO live sessions. If not, remove this section and all Live Classroom sessions from the course schedule.)

WEEKLY READING AND ASSIGNMENT DETAILS

Module 1

Readings

Chapter 1 in *Digital Marketing Essentials*

Discussion Forum Board (25 points)

Quiz (10 points)

Simulation (MIMIC Pro)

You are required to set up a MIMIC Online account. Your instructor will provide you with a registration code and instructions. Access the MIMIC Game Simulation and run the Round 1 of your company.

Module 2

Readings

Chapter 2 in *Digital Marketing Essentials*

Discussion Forum Board (25 points)

Critical Thinking (90 points)

Option # 1: WordPress Website Build Assignment

You are currently working for a local small business as a marketing intern. Your first project consists of developing the content for their corporate website. After analyzing the company products, markets, and possibilities, submit a paper (MS Word) with your recommendations for the following criteria:

1. What to include on their Homepage?
2. The content of the Product/Service Page.
3. Blog Post – Is it recommended? Justify your answer.
4. Your primary target for the blog post.

It is imperative to justify and reference your statements.

Your paper should meet the following requirements:

- Be at least 2-3 pages in length, not including title and reference pages,
- Be formatted according to the CSU-Global Guide to Writing and APA, and
- Include at least three outside sources. The CSU-Global Library is an excellent place to find these sources.

Option #2: Marketing Through Titles

Content is king, but first, you need to catch the reader's eye.

Part 1. Read the article 4 Tips for Writing a Killer Blog Title (<https://blog.hubspot.com/insiders/writing-a-blog-title>).

Part 2. Summarize the critical lessons from this article. Describe why they are essential.

Part 3. Next, pick a marketing-related blog topic that you would like to write about and briefly describe it in two sentences. (You do not have to write the blog.) Draft a blog title for the topic. Dissect your title, and explain why it would be successful, according to the critical points made in the blog.

Your paper should meet the following requirements:

- Be at least 2-3 pages in length, not including title and reference pages,
- Be formatted according to the CSU-Global Guide to Writing and APA, and
- Include at least three outside sources. The CSU-Global Library is a good place to find these sources.

Quiz (10 points)

Simulation (MIMIC Pro)

Access the MIMIC simulation and run Round 2 of your company.

Module 3

Readings

Chapter 3 in *Digital Marketing Essentials*

Discussion Forum Board (25 points)

Critical Thinking (95 points)

Option # 1: Case Study – Global Attributions (Chap 3)

For this case study analysis, you are required to investigate a business problem, examine the alternative solutions, and propose an effective solution supporting it by evidence. Before you begin writing, follow these guidelines to help you prepare and understand the case study:

1. Read and examine the case thoroughly.
2. Take notes, highlight relevant facts, and underline key problems.
3. Focus your analysis of facts.
4. Identify the key problem.
5. Present the best solution.

The analysis must have the following components: (APA Enforced)

1. Introduction,
2. Key problems and issues,
3. A summary of the outcome of your analysis in 1–2 sentences,
4. Outline possible alternatives (justify them),
5. Propose a solution, and
6. Conclusions and Recommendations.

Your paper should meet the following requirements:

- Be at least 2-3 pages in length, not including title and reference pages,
- Be formatted according to the CSU-Global Guide to Writing and APA, and
- Include at least three outside sources. The CSU-Global Library is a good place to find these sources.

Option #2: Rooms to Go Improves the Shopper Experience by Integrating Google Analytics Premium Case Study

For this case study analysis, you are required to investigate a business problem, examine the alternative solutions, and propose a practical solution supporting it by evidence. To access the case study, go to: Rooms to Go Improves the Shopper Experience by Integrating Google Analytics Premium: <https://www.thinkwithgoogle.com/marketing-resources/data-measurement/rooms-to-go-improves-the-shopper-experience/>

Before you begin writing, follow these guidelines to help you prepare and understand the case study:

1. Read and examine the case thoroughly.
2. Take notes, highlight relevant facts, and underline key problems.
3. Focus your analysis of facts.
4. Identify the key problem.
5. Present the best solution.

The analysis must have the following components: (APA Enforced)

1. Introduction,
2. Key problems and issues,
3. A summary of the outcome of your analysis in 1–2 sentences,
4. Outline possible alternatives (justify them),
5. Propose a solution, and
6. Conclusions and Recommendations.

Your paper should meet the following requirements:

- Be at least 2-3 pages in length, not including title and reference pages,
- Be formatted according to the CSU-Global Guide to Writing and APA, and
- Include at least three outside sources. The CSU-Global Library is a good place to find these sources.

Quiz (10 points)

Simulation (MIMIC Pro)

Access the MIMIC simulation and run Round 3 of your company.

Module 4

Readings

Chapters 4 and 5 in *Digital Marketing Essentials*

Discussion Forum Board (25 points)

Critical Thinking (90 points)

Option #1: Website evaluation

Instructions

You are hired by a big chain of stores to develop their digital marketing strategies, and you must select a company to evaluate their actual corporate website and make suggestions based on the following six criteria from the perspective of SEO strategies. These six criteria deal with the content of Web sites rather than the graphics or site design.

Apply these criteria when evaluating their corporate website.

1. Authority
 - a. Those responsible for a site have the qualifications and knowledge to do so, this based in:
 - i. Authorship: who developed the site.
 - ii. Contact information: e-mail address, snail mail address, phone number, and fax number.
 - iii. Is the site supported by an organization or a commercial body?
2. Purpose
 - a. Is the information presented clearly?
 - b. Does the content support the purpose of the site?
 - c. Are the outside links appropriate for the site?
3. Coverage
 - a. Assess the extent of coverage through the use of links
 - b. Are the topics explored in depth?
 - c. Do the links go to outside sites rather than its own?
4. Currency
 - a. How current is the information?
 - b. How often the site is updated or maintained.
5. Objectivity
 - a. Is the objectivity of the site should be clear?
 - b. Is the information presented with a particular bias?
 - c. Does the information try to sway the audience?
 - d. Does site advertising conflict with the content?
 - e. Is the site trying to explain, inform, persuade, or sell something?
6. Accuracy
 - a. Reliability
 - i. Is the information comparable to other sites on the same topic?
 - b. Grammar, spelling, and composition.

Present your analysis in an MS Word document APA formatted.

Your paper should meet the following requirements:

- Be at least 2-3 pages in length, not including title and reference pages,
- Be formatted according to the CSU-Global Guide to Writing and APA, and
- Include at least three outside sources. The CSU-Global Library is an excellent place to find these sources.

Option #2: Hashtags

In a well-produced paper, demonstrating CSU-Global standards, discuss the importance of a tiny little character: the all-powerful “#” or hashtag.

Review this blog post on How to Use Hashtags from HubSpot:
<http://blog.hubspot.com/marketing/hashtags-twitter-facebook-instagram#sm.00011wo6t4u8aejnunp1ebwuq9nle>

Part 1. Summarize how hashtags work on Twitter, Instagram, and Facebook. How and *why* are they different? How are they similar?

Part 2. Pick a well-known brand and examine its use of the hashtag for a specific product or promotion. For example, Coca-Cola was very successful using #ShareACoke, while Major League Baseball cashed in on #postseason. Analyze how the brand uses the hashtag—or a variation of the hashtag—across Twitter, Instagram, and Facebook.

Your paper should meet the following requirements:

- Present in an MS Word document,
- Be at least 2-3 pages in length, not including title and reference pages,
- Be formatted according to the CSU-Global Guide to Writing and APA, and
- Include at least three references to credible sources outside of the course and its required readings/media. The CSU-Global Library is an excellent place to find credible sources.

Quiz (10 points)

Simulation (MIMIC Pro)

Access the MIMIC simulation and run Round 4 of your company.

Simulation Reminder (50 points)

Simulation Presentation/Portfolio

Option #1- Executive Presentation

In addition to the MIMIC report (Digital Marketing Campaign Performance) please deliver an Executive Presentation PPT with their results of the MIMIC simulation, no more than 10 slides in length.

Option #2- Portfolio

In addition to the MIMIC report (Digital Marketing Campaign Performance) please deliver Portfolio in which you document your experience and learnings from the MIMIC simulation. Must be on a MS Word document format.

Module 5

Readings

Chapter 7 in *Digital Marketing Essentials*

Discussion Forum Board (25 points)

Quiz (10 points)

Simulation (MIMIC Pro)

Access the MIMIC Game Simulation and run the Round 5 of your company.

Module 6

Readings

Chapter 8 in *Digital Marketing Essentials*

Discussion Forum Board (25 points)

Critical Thinking (95 points)

Option #1: Case Study – Commonbond (Chapter 8)

For this case study analysis, you are required to investigate a business problem, examine the alternative solutions, and propose an effective solution supporting it by evidence. Before you begin writing, follow these guidelines to help you prepare and understand the case study:

1. Read and examine the case thoroughly.
2. Take notes, highlight relevant facts, and underline key problems.
3. Focus your analysis of facts.
4. Identify the key problem.
5. Present the best solution.

The analysis must have the following components: (APA Enforced)

1. Introduction,
2. Key problems and issues,
3. A summary of the outcome of your analysis in 1–2 sentences,
4. Outline possible alternatives (justify them),
5. Propose a solution, and
6. Conclusions and Recommendations.

Your paper should meet the following requirements:

- Be at least 2-3 pages in length, not including title and reference pages,
- Be formatted according to the CSU-Global Guide to Writing and APA, and
- Include at least three outside sources. The CSU-Global Library is a good place to find these sources.

Option #2 Orabrush Case Study (Chapter 10)

For this case study analysis, you are required to investigate a business problem, examine the alternative solutions, and propose an effective solution supporting it by evidence. Before you begin writing, follow these guidelines to help you prepare and understand the case study:

1. Read and examine the case thoroughly.
2. Take notes, highlight relevant facts, and underline key problems.
3. Focus your analysis of facts.
4. Identify the key problem.
5. Present the best solution.

The analysis must have the following components: (APA Enforced)

1. Introduction,
2. Key problems and issues,
3. A summary of the outcome of your analysis in 1–2 sentences,
4. Outline possible alternatives (justify them),
5. Propose a solution, and
6. Conclusions and Recommendations.

Your paper should meet the following requirements:

- Be at least 2-3 pages in length, not including title and reference pages.
- Be formatted according to the CSU-Global Guide to Writing and APA, and
- Include at least three outside sources. The CSU-Global Library is a good place to find these sources.

Quiz (10 points)

Simulation (MIMIC Pro)

Access the MIMIC simulation and run Round 6 of your company.

Module 7

Readings

Chapters 9 and 10 in *Digital Marketing Essentials*

Discussion Forum Board (25 points)

Quiz (10 points)

Simulation (MIMIC Pro)

Access the MIMIC simulation and run Round 7 of your company.

Module 8

Readings

Chapter 11 in *Digital Marketing Essentials*

Discussion Forum Board (25 points)

Quiz (10 points)

Simulation (MIMIC Pro) (300 points)

Simulation Report

Option #1

For the MIMC Simulation report, provide a document in which you summarize the results for the simulation for the company after developing the digital marketing strategies as it was required. Please answer the following question:

- What is your takeaway from your participation in the simulation?

Your paper should meet the following requirements:

- Be at least 2-3 pages in length, not including title and reference pages,
- Be formatted according to the CSU-Global Guide to Writing and APA, and
- Include at least three outside sources. The CSU-Global Library is a good place to find these sources.

Executive Presentation (50 Points)

In addition to the MIMIC report (Digital Marketing Campaign Performance) please deliver an Executive Presentation PPT with their results of the MIMIC simulation, no more than 10 slides length.

Option #2

For the MIMC Simulation report provide a document in which you summarize the results for the simulation for the company after developing the digital marketing strategies as it was required. Please answer the following question:

- What is your takeaway from your participation in the simulation?

Your paper should meet the following requirements:

- Be at least 2-3 pages in length, not including title and reference pages,
- Be formatted according to the CSU-Global Guide to Writing and APA, and
- Include at least three outside sources. The CSU-Global Library is a good place to find these sources.

Portfolio (50 Points)

In addition to the MIMIC report (Digital Marketing Campaign Performance) please deliver Portfolio in which you document your experience and learnings from the MIMIC simulation. Must be on a MS Word document format.

SAMPLE

COURSE POLICIES

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
0% Opening Exercises
0% Live Classroom
8% Quizzes
37% Critical Thinking Assignments
35% MIMIC Pro Simulation

SAMPLE

IN-CLASSROOM POLICIES

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 /repurposing your own work (see CSU-Global Guide to Writing & 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 & APA when citing in APA (based on the most recent APA style manual) for all assignments. A link to this guide 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 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, but is not limited to, 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.