MKTG 476: DIGITAL Marketing Winter 2019

Professor: Mark G. Staton, Ph.D.
             Department of Finance & Marketing
             College of Business & Economics
Email: mark.staton@wwu.edu
Twitter: **@DigiMark_WWU**
WeChat: **MarkWWU**
Blog: **https://www.linkedin.com/in/mark-staton-phd-1232a04**
Description:

According to David Bell, Professor of Marketing at the Wharton School at the University of Pennsylvania, "the effect of the internet and related technologies on business and social institutions is more profound that that of any prior invention, including the printing press and the internal combustion engine." Digital Marketing addresses the various ways that today's online opportunities impact marketing decisions. Topics will include: analytics, inbound marketing, A/B testing, content marketing, UI/UX, Search Engine Optimization (SEO), Pay-Per-Click (PPC) promotion, programmatic and native advertising, social media, mobile and others. Both strategies and implementation will be discussed.

Objective:

The main goal of the course is to help participants understand digital marketing methods, from a variety of perspectives – client, agency, consumer, producer, promoter, distributor, entrepreneur and investor. An additional goal is to provide all students with a comprehensive portfolio of skills and understanding that will distinguish them on the job market.

Specific Learning Outcomes:

Taking MKTG 476 should improve your familiarity with the following subject areas:

- **Inbound Marketing –** You will understand best practices in marketing to a database of current and potential customers via email. **Students will be given the opportunity to study for the HubSpot Inbound Marketing Certification Test.**
- **Search Engine Optimization –** You will be able to understand how search engines work and how this knowledge could be used to improve a website's organic search ranking. You should also understand how to improve conversion rates of individual marketing campaigns.
- **Analytics –** You will be able to understand how the information available to marketers allows for more fruitful segmentation and positioning development. You will also learn how the Internet has enhanced traditional marketing research techniques. **Students will be given the opportunity to study for the Google Analytics Individual Qualification (IQ) test.**
- **P/E/O/F and Social Media –** You will learn all the different parts of a good digital media plan and how it employs Paid, Earned, Owned and Found media. You will also learn the ethnography and anthropology of today's leading social media channels, invaluable knowledge for the development of a digital media plan. **Students will be given the opportunity to study for both the HootSuite, and Google Ads certification examinations.**

- **Coding –** It is important that everyone who works in marketing, particularly those that are starting their careers be familiar with: (1) how computers work and (2) how to get them to do things. Wade Foster, co-founder of "Zapier" recently wrote, "A marketer who can get their hands dirty will be much more effective than one that always has to lean on a developer."
- **Mobile –** Whether it is used for promotion or payment, smartphone apps arguably are the most important tool in the digital marketer's toolbox. Think about what you spend more time with, your computer or your smartphone. We will discuss best practices as well as new innovations.

Grading:

The only way to earn a grade of A in this course will be to be prepared for discussion every single day. There will be a great deal of discussion in the class, and you will be graded after each class with a score of, "2", "1" or "0". A grade of "2" will be earned by a student who is fully engaged throughout that day's session. A grade of "1" will be earned by a student who satisfactorily offers insight and opinion "a few" times in class. A student will earn a grade of "0" who either: (1) does NOT satisfactorily offer insight and opinion multiple times in class, or (2) does not attend class. The participation grade will be the total score of grades divided by the total number of days of class. For example in the past students have earned grades of 26% for participation greatly hindering their ability to pass the course. If speaking in class is difficult for you, alternatives for participation are available if you speak with me. <u>Participation will be 1/3 of your grade.</u>

In my recent conversations with various Digital Marketing professionals, one of the questions I asked a lot was "What do my students need to know in order for you to want to hire them?" Of the many responses I received one of the most basic was, "If they are going to be working in Digital Marketing, they need to have an active social media presence." By active, I mean:

- A Twitter account
- A LinkedIn account
- A Facebook account
- A personal blog

In 2019 to be hirable, you must be searchable. Having a blog on LinkedIn will allow prospective employers to check out your writing, which you must be able to do effectively. You will be expected to write your thoughts about the topics covered in class each day. Postings will be reviewed during and after every class and the quality of your blog will be graded. Each blog will be graded on a 0-5 scale.

0 = You didn't publish your blog before the start of class.

1 = You wrote something, but not particularly relevant to the day's topic, inadequately.

2 = You wrote something, but not particularly relevant to the day's topic.

3 = You wrote something relevant to the day's topic, inadequately.

4 = You wrote something relevant to the day's topic, but in a boring, rote way and didn't add any additional materials.

5 = You wrote something relevant to the day's topic in a thoughtful and engaging manner, AND you found **additional, non-assigned articles and posts** to back up your arguments. (Also, GIFs).

You will notice that the readings I assign you are pretty much descriptions of digital marketing tools. If you want to earn a 5 for a blog post, you must show your understanding of the articles assigned <u>as well</u> as write about companies or organizations that are currently in the news for using these tools effectively. Please tag your LinkedIn blog with the hashtag **#wwudigimark** <u>Your blogging activity will be worth 1/3 of your grade.</u>

The last <u>1/3 of the grade will be derived from your grade on the various certifications</u> (HootSuite, HubSpot, Google Analytics and Google Adwords[1].)

Letter Grades will be assigned according to the following grade scale

Percentage	Grade	Explanation of grade
93.35 - 100	A	Exceptional work (100 = perfect) – got the point, linked concepts
90 – 93.34	A-	Exceptionally good work but missing a minor issue or link
86.65 - 89.99	B+	Very good work but missing more than one minor issue
83.35 – 86.64	B	Very good work but missing several minor issues
80 – 83.34	B-	Very good work but missing a major issue or several minor ones
76.35 - 79.99	C+	Good work but missing several major issues
73.35 – 76.64	C	Good work – adequate
70 – 73.34	C-	Ok but needs a lot of help
66.65 – 69.99	D+	Clearly below expectations
63.35 – 66.64	D	
59 – 63.34	D-	
< 59	F	

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[1] To be certified in Google Ads you have to pass two of the Google Ads exams. For this class, that means taking both the Google Ads Fundamentals and Search Advertising exams.

Course Schedule:

Date	Topic
Tuesday, January 8th	Introduction
Thursday, January 10th	Analytics
Tuesday, January 15th	Midterm 1 - GAIQ Exam (Take Home)
Thursday, January 17th	Optimization & A/B Testing
Tuesday, January 22nd	Inbound and Content Marketing
Thursday, January 24th	Social Media (Paid)
Tuesday, January 29th	Social Media (Organic)
Thursday, January 31st	Midterm 2 - HootSuite Certification (Take Home)
Tuesday, February 5th	Landing Pages & UI/UX
Thursday, February 7th	Search Engine Optimization
Tuesday, February 12th	Google AdWords & Bing Ads
Thursday, February 14th	Coding
Tuesday, February 19th	Email Marketing & Marketing Automation
Thursday, February 21st	Programmatic Advertising and Blockchain
Tuesday, February 26th	Mobile Marketing
Thursday, February 28th	Midterm 3 - HubSpot Certification (Take Home)
Tuesday, March 5th	International Digital Marketing and WeChat
Thursday, March 7th	VR, AR and MR
Tuesday, March 12th	Digital Activism
Thursday, March 14th	Wrap-Up
Take Home	Final Exam - Google Adwords Certification

This is a tentative schedule of the topics that we will cover in class. As the topic of Digital Marketing is constantly changing, there may be changes to this schedule over the course of the quarter. Readings will be posted at **https://www.linkedin.com/in/mark-staton-phd-1232a04** by Friday morning for you to download.

In conclusion:

Thank you for taking the class. Please do not hesitate to speak with me if there is anything I can do to help you learn.