UNIVERSITY OF SAN DIEGO

KNAUSS SCHOOL OF BUSINESS

GSBA 594 Digital Marketing

Fall 2022

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Required Cases:

As part of this course, you are required to purchase 4 cases that will be discussed over the course of the semester. You should purchase your cases through Harvard Business Publishing here: https://hbsp.harvard.edu/import/976412

Textbook Resources (not required):

# Becoming A Digital Marketer: Gaining the Hard & Soft Skills for a Tech-Driven Marketing Career (<https://www.amazon.com/Becoming-Digital-Marketer-Tech-Driven-Marketing-ebook/dp/B07QF4J5XQ>)

# Digital Marketers Sound Off: Tips, Tactics, Tools, and Predictions from 101 Digital Marketing Specialists (<https://www.amazon.com/Digital-Marketers-Sound-Off-Predictions/dp/0692121595>)

1. Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and more) that Engage Customers and Ignite Your Business (<https://www.amazon.com/Content-Rules-Podcasts-Webinars-Customers/dp/1118232607>)

**Knauss School of Business Mission Statement:**

To develop socially responsible business leaders with a global outlook through academically rigorous, relevant, and values-based education and research.

Course Description

Prerequisite: GSBA 504.

An in-depth analysis of Digital Marketing topics. This course explores the Internet and digital domain in the context of business issues that concern marketers. The course extends beyond a narrow definition of e-marketing and expands it to a focus on digital strategy and implementation. There is a dual focus on both theory and application concerning the digital elements of marketing variables; online consumer behavior; search engine marketing; web development; content creation & email marketing; and analytics. A special focus is placed on case study analysis and client interaction to apply course concepts.

Course Objectives

It is my goal for the course to allow you to walk away with advanced and competitive knowledge of the digital marketing landscape. Digital Marketing has become an undeniable component of business operations and strategy, with functional positions developed and offered to young professionals exiting graduate business programs. This course is designed to provide you with hands-on opportunities, to bring tangible skills into the marketplace. We will walk through both theory and application to provide you with a comprehensive understanding of both *how* and *why* the Internet is such a moving force within business.

This course takes a hands-on, interdisciplinary approach to learning about Digital Marketing. We will integrate basic concepts and theories from marketing, communications, operations management, information systems, and business strategy. The main objectives of the class are:

1. Recognize the challenges and opportunities that the Internet and other digital technologies present to marketers.
2. Develop a competitive advantage in understanding the importance of digital marketing and social media within business strategy.
3. Understand and explain key material and concepts related to Digital Marketing through readings, class discussions, and hands-on exercises.
4. Demonstrate proficiency of Internet marketing software tools, such as Web Development and Content Generation, Google Analytics, Social Media Metrics, and Search Engine Optimization.
5. Develop professional skills that will aid in the continuation of professional development.
6. Exhibit the ability to work effectively in teams.

**Instructor Expectations and Professionalism Grading Requirement**

As an instructor of a college course and a professional in the field of marketing, I will treat my obligations to the class as I would any serious professional arrangement. I will expect the same from any student striving to improve their knowledge, professionalism, and successfully complete this course. You will be graded according to your ability to adhere to the following guidelines and exhibit appropriate business-minded professionalism. This includes:

1. Being prepared for each class. This means reading any material assigned before the class period and having all materials ready at the beginning of class.
2. Attendance & coming to class on time. Coming to class is integral in being a part of the learning environment. It is very important as this class focuses greatly on hands on exercises and experiential learning.
3. Attention and Participation. I expect each student to be present for the 2 hours and 50 minutes we spend together each week. This means actively participating in class and/or group discussion and paying attention during class lecture.
4. Case Discussion Involvement. It is expected for you to be an active and valuable participant during the case study discussions. This includes articulating points made within the case, as well as formulating your own opinions and strategic contributions.
5. Respect. It is imperative to respect both the instructor and your fellow classmates. The classroom is a safe space where all opinions and views are welcomed and discussed intellectually. Respect also includes listening and paying attention when another student or the instructor is speaking.

Academic Integrity

The University of San Diego is a value's oriented institution based on principles of scholastic honesty. Academic dishonesty is an affront to the integrity of scholarship, and a threat to the quality of learning. Violations of academic integrity include: unauthorized assistance on an examination; falsification or invention of data; unauthorized collaboration on an academic exercise; plagiarism; misappropriation of research material; any unauthorized access to an instructor’s files or computer account; or any other serious violation as established by the professor. Penalties for academic dishonesty include probation, a letter of censure, suspension, or expulsion.

Graded Course Work

|  |  |
| --- | --- |
|  | Weight |
| Case Discussion (Lead) | 20% |
| Case Insights | 15% |
| Digital Marketing Case Competition | 25% |
| Paid Google Ads Campaign | 25% |
| Digital Marketing Certification | 15% |
| Total | 100% |

**Course Calendar**

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| --- | --- | --- | --- |
| **Course Session** | **Date** | **Topics Covered** | **Assignment(s) Due** |
| **PART 1: DIGITAL MARKETING CASE COMPETITION** |
| 1 | September 12 | Syllabus, Introductions, Project intro & group formation; SWOT & Thinking strategically about your client. |  |
| 2 | September 19 | Brand personas; Digital decision-making process & customer journey; Secondary research | Primary research prepared |
| 3 | September 26 | Owned digital media, SEO & Content Marketing | Secondary Research – Qualtrics study built |
| 4 | October 3 | Secondary research results & analysis; LinkedIn Case Study | Case Insights |
| 5 | October 10 | Paid digital strategy |  |
| 6 | October 17 | Media & Evaluation Methods; *Washington Post* Case Study | Case Insights |
| 7 | October 24 | Competition Video Recording |  |
|  | October 28 | 1st Round Competition Video due 5pm |
| **PART 2: GOOGLE PAID AD CAMPAIGN** |
| 8 | October 31 | Client Meeting; Customer journey analysis |  |
| 9 | November 7 | Keyword research; Paid ad development; Nike Case Study | Case Insights |
| 10 | November 14 | Paid ad modification; Social media & digital marketing  |  |
| 11 | November 21 | Paid ad modification; Google/Fitbit Case Study | Case Insights |
| 12 | November 28 | Paid ads results, Google Analytics  |   |
| 13 | December 5 | Final presentation to client | Project Deliverable |
| 14 | December 9 | Study period: Prepare for Digital Marketing Certification |  |
| 15 | December 12 | Final Exam Period: Digital Marketing Certification Due | Submit Certification Completion |

Grade Assignment

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| --- | --- | --- |
| A = 93.00 – 100.00 | A- = 90.00 - 92.99 | B+ = 88.00 - 89.99 |
| B = 83.00 - 87.99 | B- = 80.00 - 82.99 | C+ = 78.00 - 79.99 |
| C = 73.00 - 77.99 | C- = 70.00 - 72.99 | D+ = 68.00 - 69.99 |
| D = 63.00 - 67.99 | D- = 60.00 - 62.99 | F = 0.00 – 59.99 |