UNIVERSITY OF SAN DIEGO

SCHOOL OF BUSINESS

MKTG 341 - Digital Marketing

Fall 2022

Instructor: Dr. Justine Rapp Farrell

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Class Times: MW 1:00p – 2:20p

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Office Hours: M 11:00a – 1:00p; 3:30p – 6:30p & by appointment

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Required Books/Activities:

# 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>)

**Trailmix Link:** https://trailhead.salesforce.com/users/jrappfarrell/trailmixes/mktg-341

**Knauss School of Business Administration Mission Statement:**

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

Course Description

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 hands-on, experiential learning. Prerequisite: MKTG 300.

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 being developed and offered to young professionals exiting business school. This course is designed to provide you with a hands-on opportunity to work with real life clients, with an end goal in portfolio development for the job market. 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 to work one-on-one in a consultancy context with a real business client. 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 global 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, and Search Engine Optimization.
5. Develop professional skills that will translate to a full-time position through one-on-one client interaction and consultancy-focused presentations.
6. Exhibit the ability to work effectively in teams.
7. Adapts and applies a deep understanding of multiple worldviews and experiences, while initiating meaningful digital relationships to address global problems.

Academic Integrity

The University of San Diego is a values-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.

**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 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 time we spend together each week. This means actively participating in class and/or group discussion and paying attention during class lecture.
4. 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.

**Tentative Course Schedule**

|  |  |  |
| --- | --- | --- |
| **Date** | **Topics Covered** | **Assignment Due** |
| Aug 31 | First Day of Class; Syllabus |  |
| Sept 5 | No Class | Labor Day |  |
| Sept 7 | Introduction Lecture; Google Ads Set-up |  |
| Sept 12 | Client-Meeting: USD Marketing |  |
| Sept 14 | No Class | Meeting with Deans |  |
| Sept 19 | Digital Customer Journey Maps | Trailmix: Customer Journey Basics |
| Sept 21 | Paid Search |  |
| Sept 26 | Keyword Research |  |
| Sept 28 | Paid Ad Development 1 | Trailmix: Digital Advertising |
| Oct 3 | Guest Speaker: Jenna Boras |  |
| Oct 5 | Brand personas |  |
| Oct 10 | Site mapping & Wireframes | Trailmix: Designing for Web Accessibility |
| Oct 12 | Meeting #1 with Wix |  |
| Oct 17 | Search Engine Optimization (SEO) | Web Project Part 1 by midnight |
| Oct 19 | Paid Ad Development 2 |  |
| Oct 24 | Content & Blogging; Website Set-up |  |
| Oct 26 | Website workshop | Trailmix: Writing for Web Accessibility |
| Oct 31 | Digital Marketing Exam |  |
| Nov 2 | Website workshop | Trailmix: Storytelling for Content Marketing |
| Nov 7 | Guest Speaker: TBD |  |
| Nov 9 | Paid Ad Development 3 |  |
| Nov 14 | Website Workshop |  |
| Nov 16 | Come to class with website complete & ready to launch!  Website Launch; Google Analytics | Web Project Part 2 by midnight  AMA Student Club event – Extra Credit opportunity: Ecommerce Marketing (Thursday - 11/17) |
| Nov 21 | Meeting #2 with Wix |  |
| Nov 23 | No Class | Thanksgiving |  |
| Nov 28 | Email Marketing | Send 1st email after class (by Sunday midnight) |
| Nov 30 | Paid Ads Results; Begin Presentation prep | Trailmix: Email Marketing Strategies |
| Dec 5 | Presentations to Clients |  |
| Dec 7 | Presentations to Clients |  |
| Dec 9 | Google Analytics | Trailmix: Google Analytics Reports & Dashboards |
| Dec 14  (2p – 4p) | Final exam period; Digital Marketing Certification due. | Google Ads Paper |

Grade Assignment

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

**Graded Course Work**

Listed below is a breakdown for each grade component.

|  |  |
| --- | --- |
|  | *Weight* |
| Digital Marketing Exam | 25% |
| Google Ad Campaign Presentation | 10% |
| Google Ad Campaign Paper | 15% |
| Website Project Part 1 | 15% |
| Website Project Part 2 | 15% |
| Digital Marketing Certification | 5% |
| Salesforce Trailmix Completion   * 2,500 points = 100% * 1,875 points = 90% * 1,250 points = 80% * < 1,250 points = 70% | 5% |
| Participation & Professionalism | 10% |
|  |  |
| Total | 100% |

Supplemental Readings:

Becoming a Digital Marketer: Pay-Per-Click Advertising;

Digital Marketers Sound Off: Google Adwords

Becoming a Digital Marketer: Branding, Messaging, & Writing

Becoming a Digital Marketer: Search Engine Optimization;

Digital Marketers Sound Off: (1) Search Engine Optimization; (2) Content Marketing

Becoming a Digital Marketer: Email Marketing;

Digital Marketers Sound Off: Email Marketing