



Digital Marketing & Analytics

BSMT 4960

Fall 2018

This course explores how students can measure digital activity and implement best practices for using data to inform marketing strategy. This course will introduce students to analytics platforms from a practical marketing perspective. Topics covered are: social media, web analytics, marketing analytics challenges, and dashboards. 3 credit hours.

Class Format/Dates:

Online class via Blackboard

Start: Monday, August, 27, 2018

End: Saturday, December, 15, 2018

Instructor(s):

Kathleen McKee

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Required Text(s) / Materials

The book for this course is an ebook. The access code is on your digital bookshelf. Please see the information below. You should also be using your CCSJ email and not your personal email. We do not use personal emails.

1. Use Google Chrome
2. Go to ccsj.ecampus.com
3. Go to "My Account" login
4. Use your CCSJ email that you use to log into your CCSJ email, not the email you use for blackboard. It is usually your first initial and last name. If you have a common last name, you may have a number after your last name. If you need assistance with your email please email books@ccsj.edu you will then be sent your information.
5. Your password is your CCSJ student ID. You can change it once you have logged in.
6. Go to "My digital bookshelf" located in the grey bar across the top of the page.
7. Click on the access button under the books description.

Other Learning Resources

Additional resources required are included in the appropriate weekly folders on Blackboard.

Learning Outcomes

This course will help students to make sense of business measurement challenges, extract insights, and take effective actions in the digital marketing domain.

Program Outcome Objectives (Catalogue 2018-2020, eff. 08/2018)

Upon completion of this program, it is expected that students will:

1. Expose the student to vocabulary and concepts related to digital advertising.
2. Demonstrate mastery of the theories, principles and practices of digital marketing and be able to apply learned skills for effective marketing decision-making.

3. Evaluate business decisions in terms of digital marketing decisions and how they impact marketing and sales.
4. Understand the digital marketing concepts, effectiveness and how they relate to students' career search.

Resources

Student Success Center:

The Student Success Center provides faculty tutors at all levels to help you master specific subjects and develop effective learning skills. It is open to all students at no charge. You can contact the Student Success Center at 219 473-4287 or stop by the Library.

Disability Services:

Disability Services strives to meet the needs of all students by providing academic services in accordance with Americans with Disabilities Act (ADA) guidelines. If you believe that you need a "reasonable accommodation" because of a disability, contact the Disability Services Coordinator at 219-473-4349.

Grading Scale

A: 100 – 92	A-: 91-90
B+: 99-98	B: 87-82
B-: 81-80	C+: 79-78
C: 77-72	C-: 71-70
D+: 69-68	D: 67-62
D-: 61-60	F: 59 and below

Evaluation Procedures

Weekly Quizzes (15 total)	150 points
Final Project	150 points
Digital Findability Exercise	<u>50 points</u>
Total Points	350 points

Course and Instructor Policies

You are expected to complete all readings and assignments within the weekly timeframe, except and noted otherwise. Please see the course schedule and weekly folders within Blackboard for more detailed information.

You are expected to submit assignments on time weekly. In the event you are not able to submit an assignment you are expected to contact the instructor prior to the due date of the assignment. Late assignments will be accepted, but the grade will be reduced one grade. Eg. An 'A' paper would become a 'B' paper, an 'B-' paper would become a 'C-' paper, etc.

Digital Findability Exercise

Choose one existing company that you would like to evaluate how well they come up online. This could be a competitor of the company you will be using for your final project or if you currently work at or own a company you can use that for this assignment.

You will be going through each of the items on the Digital Findability Exercise worksheet to see how well they are doing with their online digital marketing.

Final Semester Project

This project will give you the opportunity to analyze current/existing websites, pay per click ads and display ads to understand and see digital marketing strategy in action. You will build upon the work you do throughout this course to come out of this class with a complete digital marketing strategy for your company. Additionally, you will conduct all of the set up and planning for a digital marketing program for a business of your choice, which can be a business idea that you have for the future or one that you currently know. Below is a timeline of working on your progress to keep you on track and not have too much work to do at the end of the semester. The full description of the project is included in the Weekly Assignments/Semester Project document.

For several parts of this project you will be using tools that are included in Blackboard under Resources.

Refer to the Search Engine Optimization Starter Guide PDF to use as a guide and assist you with this assignment.

I'll be referring to it often throughout each learning plan.

The following is a tentative schedule of the graded assignments for this course:

Week 1: The Evolution of Digital Analytics and the Internet

Introduction: Review grading, login, course syllabus, and assignments.

- Read chapter 1
- Review Chapter 1 PowerPoint
- Read articles and additional materials located under weekly folder.
- **Chapter 1 quiz**
- Work on Semester Project: Parts 1, 2 and 3

Week 1 work due 11:59 pm Sunday Sept 2, 2018

Week 2: Search Engines and the Internet

- Read chapter 2
- Review Chapter 2 PowerPoint
- Read articles and additional materials located under weekly folder.
- **Chapter 2 quiz**
- Work on Semester Project: Parts 1, 2 and 3

Week 2 work due 11:59 pm Sunday Sept 9, 2018

Week 3: Digital Analytics Industry Players

- Read chapter 4
- Review Chapter 4 PowerPoint
- Read articles and additional materials located under weekly folder.
- **Chapter 4 quiz**
- Work on Semester Project: Parts 4, 5, 6

Week 3 work due 11:59 pm Sunday Sept 16, 2018

Week 4: Basic Web Analytics and Web Intelligence

- Read chapter 5
- Review Chapter 5 PowerPoint
- Read articles and additional materials located under weekly folder.
- **Chapter 5 quiz**
- Work on Semester Project: Parts 4, 5, 6

Week 4 work due 11:59 pm Sunday Sept 23, 2018

Week 5: Advanced Web Analytics and Web Intelligence

- Read chapter 6
- Review Chapter 6 PowerPoint
- Read articles and additional materials located under weekly folder.
- **Chapter 6 quiz**
- Work on Semester Project: Part 7

Week 5 work due 11:59 pm Sunday Sept 30, 2018

Week 6: Understanding and Working with Third-Party Data

- Read chapter 7
- Review Chapter 7 PowerPoint
- Read articles and additional materials located under weekly folder.
- **Chapter 7 quiz**
- Work on Semester Project: Part 7

Week 6 work due 11:59 pm Sunday Oct 7, 2018

Week 7: An Introduction to Social Media Analytics

- Read chapter 8
- Review Chapter 8 PowerPoint
- Read articles and additional materials located under weekly folder.
- **Chapter 8 quiz**
- Turn in Semester Project: Part 8, 9, 10

Week 7 work due 11:59 pm Sunday Oct 14, 2018

Week 8: Leveraging Social Media Content and Analytics

- Read chapter 9
- Review Chapter 9 PowerPoint
- Read articles and additional materials located under weekly folder.
- **Chapter 9 quiz**
- Work on Semester Project: Part 8, 9, 10

Week 8 work due 11:59 pm Sunday Oct 21, 2018

Week 9: Advanced Text Analytics and Algorithms

- Read chapter 10
- Review Chapter 10 PowerPoint
- Read articles and additional materials located under weekly folder.
- **Chapter 10 quiz**
- Turn in Semester Project: Part 11

Week 9 work due 11:59 pm Sunday Oct 28, 2018

Week 10: Geo-Location Analytics

- Read chapter 11
- Review Chapter 11 PowerPoint
- Read articles and additional materials located under weekly folder.
- **Chapter 11 quiz**
- Work on Semester Project: Part 11

Week 10 work due 11:59 pm Sunday Nov 4, 2018

Week 11: Social Media Actions Analytics

- Read chapter 12
- Review Chapter 12 PowerPoint
- Read articles and additional materials located under weekly folder.
- **Chapter 12 quiz**
- Turn in Semester Project: Part 12

Week 11 work due 11:59 pm Sunday Nov 11, 2018

Week 12: Social Media Hyperlink Analytics

- Read chapter 13

- Review Chapter 13 PowerPoint
 - Read articles and additional materials located under weekly folder.
 - **Chapter 13 quiz**
 - **Turn in Digital Findability Analysis exercise**
 - Work on Semester Project: Part 12
- Week 12 work due 11:59 pm Sunday Nov 18, 2018**

Week 13: Network Analysis and Social Network Mapping

- Read chapter 14
 - Review Chapter 14 PowerPoint
 - Read articles and additional materials located under weekly folder.
 - **Chapter 14 quiz**
 - Turn in Semester Project: Part 13, 14
- Week 13work due 11:59 pm Sunday Nov 25, 2018**

Week 14: Mobile Analytics

- Read chapter 15
 - Review Chapter 15 PowerPoint
 - Read articles and additional materials located under weekly folder.
 - **Chapter 15 quiz**
 - Work on Semester Project: Part 13, 14
- Week 14 work due 11:59 pm Sunday Dec 2, 2018**

Week 15: Aligning Digital Media with Business Strategy

- Read chapter 16
 - Review Chapter 16 PowerPoint
 - Read articles and additional materials located under weekly folder.
 - **Chapter 16 quiz**
 - **Turn in completed Semester Project**
- Week 15work due 11:59 pm Sunday Dec 9, 2018**

Specific details for each assignment are found on the university LMS page for that week.