<u>COURSE OUTLINE</u>
ADMS 4245 A Digital Marketing
Fall 2019

Course Title: Digital Marketing
Course Time: Thursdays 7-10pm
Course Location: ACW 002
Instructor: Fabiana Pereira
Instructor Contact: TBA
Office Hours: by appointment, as needed.

<u>Course Description</u>
This course offers an overview of best practice digital marketing strategies, tools and operating models that enable effective marketing planning and delivery across channels. It focuses on how brands are leveraging the latest commercial tools and approaches to automate large-scale management of customer interactions from engagement to purchase in a seamless way. Topics include customer journeys, marketing automation and innovation, data-driven personalization, social media, online advertising, search engine optimization, digital analytics and CRM.

<u>Course Objectives</u>
By the end of this course, students will have demonstrated the ability to select and apply the appropriate digital marketing strategies, tactics and tools to achieve specific marketing communications, ecommerce and business objectives.

<u>Learning Outcomes</u>
To achieve the critical performance, students will have demonstrated the ability to:
1. Evaluate the suitability of various digital marketing strategies and tactics for achieving specific marketing communications, ecommerce and business objectives.
2. Prescribe which suite of digital marketing tools is best suited for specific tactics and goals, as well as by organization complexity and size.
3. Identify best practices in social media, search engine marketing, search engine optimization and marketing automation.
4. Determine and improve the effectiveness of digital marketing strategies using analytics and performance management best practices.
5. Understand the role of customer feedback and innovation for successful digital programs.
6. Determine the appropriate digital marketing operating model to meet specific business priorities.
7. Discuss ethical, legal, and privacy issues as they relate to customer data management.
8. Demonstrate the appropriate academic and professional behaviors, including:
   a. Working effectively in a team environment for all group assignments.
   b. Meeting due dates.

c. Producing professional quality reports and presentations.
d. Presenting with clarity and impact.
e. Exhibiting punctuality in all class and group activities.
f. Using reference materials responsibly.

Required Materials / Readings

Simon Kingsnorth, *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. London: Kogan Page, 2019.

Additional reading materials will be shared on the Moodle site in advance to each class.

Grade breakdown

40% of the final grade is based on group work and 60% is based on individual work

Participation (individual)	20%
Class Quizzes (individual)	20%
Group Assignments	40%
Final Exam (individual)	20%

Couse Requirements:

Participation
The complexity of course topics and the pace with which they will be covered imply that students who are absent or unprepared for class meetings will quickly fall behind. The prevailing expectation is always that students have read assigned materials prior to class, prepared any due assignments, and are ready to discuss the respective concepts and issues. Students are expected to engage in class discussion in a meaningful way – reflecting the concepts featured in the assigned reading materials, adding pertinent commentary that deepens the discussion and asking relevant questions that help self and others better grasp the topics in question. For the sake of time and for optimal idea exchange, avoid repeating or paraphrasing what has already been voiced by other students or the instructor. Students receive full credit when they contribute at least twice in a meaningful manner (the student is alert, advance preparation is obvious to the instructor, and there is no repetition of others' thoughts).

Class quizzes
Random/unscheduled quizzes will take place during the term. Quizzes will cover the material covered to date. Since quizzes are not announced in advance, students who miss a quiz will have the weight of that quiz be moved to the remaining quizzes or, exceptionally, to other scheduled assignments or exam.

Group assignments
Students working on groups of five will complete two group assignments during the term, each consisting of a three-page report and a class presentation. These assignments will be due on weeks 4 and 8 of the term respectively.

The first assignment "Content Strategy" will consist of a case study which the group will need to solve leveraging its acquired knowledge of Digital Marketing Ecosystem, Customer Journeys and Content Strategy.

The second assignment "Cross Channel Lifecycle" will consist of another case study, the solution of which will rely on choosing the appropriate solutions and strategies to address customer acquisition and engagement challenges for business results.

For the written report, the group will need to specify one or more sections for each group member, which will be evaluated individually according to the pertinence of their respective section. The group evaluation will consist of the average of the individual group member marks.

More details will be provided in class and/or posted on the course Moodle site.

Final Exam
The final exam on "Optimization and Innovation" will be a hybrid between multiple choice and short essay evaluation in which individual students will feature the knowledge acquired throughout the term while conveying their point of view on which best practices to employ when helping an organization optimize and innovate the digital marketing experiences it offers consumers to ensure continued business relevance and results.

COURSE POLICIES

Deadlines
All assignments are submitted online through our Moodle web site. In the spirit of fairness for those who deliver work timely, late assignments will not be accepted and will result in a grade of zero. To achieve the grade your work merits, please submit all assignments by the dates and times provided on this outline. There are no exceptions to this policy.

Completion Requirements
All assignments are required for course completion. Each student will need to present at least a section of their respective group assignments.
Missed tests, assignments and contribution will be graded as zero. Exceptions for extreme circumstances such as illness and family emergency will be dealt with on a case-by-case basis and if approved, the missed grade weighting will be added to another element of the course or a re-write will be scheduled based on the decision of the instructor.
If you are ill, you must have the doctor that first-hand witnessed your symptoms complete a medical attestation explaining your absence and submit it to instructor for review within 7 days of receiving it.

Report Citation style
Please use MLA citation style for all written reports. This is the only style accepted in this class. For details on how to use MLA, please visit this York library link: http://researchguides.library.yorku.ca/content.php?pid=491838&sid=4040047
Remember that primary sources such as in-person or phone interviews, emails, SMS, BBM etc must be cited too. A failure to reference your assignments correctly could be considered plagiarism.

Course changes
It is your responsibility to keep up with changes to assignments, the syllabus, assigned readings etc. If you miss a class, check the course web site.

Weekly Schedule
The following is an outline of the content of each lecture. The sequence of topics may vary depending on the progress of the class and other unexpected circumstances. There may also articles/readings and assignments covered in class that are not yet listed on this outline.

Week	Topics / Scheduled Assignment	Book Chapter(s)
1 **Sep 5**	➢ *Course Outline and Requirements Review* ➢ *Review of Citation and Report Formatting* • Digital Marketing Trends and Best Practices ➢ *Group Formation*	04 – Digital Consumer
2 **Sep 12**	• Digital Ecosystem (Channels & Martech) • Customer Journeys and Personalization • Marketing Automation	02 – Digital Ecosystem 15 – Personalizing …
3 **Sep 19**	• Brand Voice • Content Strategy and Production	14 – Content Strategy 03 – Integrated Digital Strat
4 **Sep 26**	➢ *Personalization Strategy – Group Presentation*	
5 **Oct 3**	• Performance Marketing (SEM, SEO, Display, Pay-Per-Click) • Digital Media Trends	08 – SEO 09 – Paid Search 10 – Display
6 **Oct 10**	• Social Media Channels • Social Media Management • Social Media Strategy	11 – Social Media 18 – Online Service
Reading week		
7 **Oct 24**	• CRM • Customer Data Management • Culture, Privacy and Legislation	17 – Loyalty, CRM and Data 13 – Lead Generation
8 **Oct 31**	➢ *Digital Marketing Strategy – Group Presentation*	
9 **Nov 7**	• Digital Analytics • Performance Optimization	19 – Measuring Success

10 Nov 14	• Experience Management • Digital Innovation	06 – Digital Transformation 16 – Effective Design
11 Nov 21	• Digital Marketing Operating Model	07 – Planning
12 Nov 28	➢ *Final exam: Optimization and Innovation*	