

York University  
School of Administrative Studies  
**AK/ADMS 4245: Digital Marketing**  
**Winter 2023/2024**

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**Course Director:** Amanda Herold

**Course Format and Requirements:**

Presently, the course will be conducted in-person on York University Keele campus through live lectures on Tuesdays at 7:00 pm.

**First day of class:**

- Introduction to the course and assignment to a project group.
- Note, that to facilitate group engagement and responsibility, students will not be added to groups unless they attend class.
- Groups are assigned at random by the Course Director and special requests for changes cannot be accommodated.

**Email for Confidential Questions:**

- Before emailing, review the updated Read Me document on eClass for common questions and answers.
- Please include the course name in your subject line, and I will reply within 48 hours, Monday to Friday.
- Emails should be sent to [herolda@yorku.ca](mailto:herolda@yorku.ca)

**Class Materials**

- Assignment information will be uploaded to eClass and assignments will be submitted via eClass.
- In addition to attending lectures, students are required to monitor Announcements which will be made in eClass and via email as the course progresses.
- Materials are to remain confidential. The Course Director does not consent to distribute any course materials online, including lecture recordings, course activities, and all other educational materials created for this course. To do so is in violation of copyright laws and the [Freedom of Information and Protection of Privacy Act](#).

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**Course Objectives:**

The increasingly global competitive landscape, the rapid pace of technological innovation, and growing customer expectations require companies to innovate and respond to the market effectively and efficiently.

Digital Marketers help organizations create value for the business by strategizing and executing critical business functions and create value for the customer by understanding their needs and driving engagement. Digital Marketing is an exceptionally dynamic area of Marketing, where strategic performance metrics and monitoring are critical to inform online consumer behaviours.

**This course's objectives are designed to:**

1. Use the textbook and course materials to introduce Digital Marketing academic theory, providing students with an understanding of Digital Marketing's role within an organization.
  2. Facilitate class engagement of real-life business scenarios to increase critical thinking skills so students are prepared to respond to Digital Marketing situations.
  3. Include a group project which requires developing a presentation and working in teams to develop soft skills employers look for when hiring Digital Marketers.
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**Required Readings:**

eMarketing, Digital Marketing Strategy: Ninth edition; Raymond Frost, Alexa K. Fox, Terry Daugherty.

The Course Director does not recommend other textbooks as substitutes.

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**Prerequisites:** 1) For students in an Honours program, 72 credits, including AP/ADMS 2200 3.00, or 2) other students, a grade of C+ or better in AP/ADMS 2200 3.00. Course credit exclusions: AP/ADMS 4245 3.00 (Prior to Fall 2014). **PRIOR TO FALL 2009:** Prerequisites: 1) For students in an Honours program, 72 credits, including AK/ADMS 2200 3.00 or 2) other students, a grade of C+ or better in AK/ADMS 2200 3.00 Course credit exclusion: AK/ADMS 4245 3.00.

**Enrollment:** Please ensure that you are enrolled in this section of the course. If you have problems with your enrollment please contact the administrative office.

**Group Assignment: If I have not assigned you to a group by week 2, you cannot fulfill the course requirements.**

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**Grading:**

<b>Participation</b>	<b>10%</b>
<b>Midterm Exam</b>	<b>30%</b>
<b>Group Project</b>	<b>40%</b>
• Presentation	10%
• Part 1 Report	10%
• Part 2 Report	20%
<b>Final Exam</b>	<b>20%</b>
<b>TOTAL</b>	<b>100%</b>

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**Participation:**

- Participation, engagement and reflection is necessary for students to experience the full value of the course.
- Each week there will be an opportunity for participation marks, only available in person. There are nine lectures scheduled plus in-class presentations. Each class, therefore, will have an opportunity to earn 1%.
- A participation mark will only be granted if a student's contributions are deemed by the professor to be of quality.
- Students will have **two opportunities** to make-up for missed participation marks. To qualify, the student must:
  - a. Let the professor know of their absence before class time begins
  - b. Submit the required assignment as outlined by the professor via email before the next scheduled class.

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**Midterm and Final Exam Information:**

- The midterm and final exam will both be in-person exams.
- The exams will cover all you have been asked to read and anything discussed in the course up to and including the week before the exam.
- If you are making alternative arrangements to write the midterm you must inform the professor at least two weeks before the exam.

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**Group Project:**

**Students are allowed to choose their group, however, all students must be present to demonstrate mutual consent and commitment to the course. You cannot change your choices once confirmed by the Course Director.**

The remaining students who do not have a group will be assigned randomly by the professor. Similar to working in the professional world, you cannot always choose your entire team and you must learn to build collaboration strategies and tactics.

**After lecture 2, group member requests cannot be accommodated.**

**Note: Please do not contact any companies for your assignment**

- Your group project consists of two parts: a written report and a presentation.
- The written report consists of a marketing plan and is worth 40% total:
  - 10% for the first submission
  - 20% for the 2nd submission
- The presentation is worth 10%.

- The group project is a team effort and only the team members can determine each person's contribution to the team. For this reason, each member will complete an evaluation form indicating the contribution of their team members. The form is provided on the eClass site. These forms are confidential and the information on them will not be shared with anyone.
- Your grade for the team project will be determined by multiplying the group grade by the number of students in the group and distributing these grades according to the evaluation scores received. This means that team members could receive different overall grades.
- Please see the project outline and rubrics posted in eClass for more information on evaluation.

#### **Late Policies:**

**All assignments are to be submitted by one group member through TurnItIn via eClass and received by 9:59pm EST of the project deadline**, at which point the submission window will close. **It is recommended to submit by 8:00pm** to avoid challenges caused by internet connection issues. **Late submissions will be penalized at a rate of 10% per hour.** This means that even if an assignment is submitted 15 minutes late, this counts as a full hour.

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## **POLICIES AND PROCEDURES**

**Academic Honesty:** The Code of Student Rights and Responsibilities governs student rights, responsibilities and conduct in this course. Plagiarism, cheating, misrepresentation of identity, falsification of results, improperly obtaining examination papers, submitting academic work twice for credit, and aiding or abetting any of these offences violates the legal/ethical standards of the University and is subject to severe penalties, including possible expulsion. Suspected breaches of academic honesty will be investigated and charges shall be laid if reasonable and probable grounds exist.

**Copyright:** A license with the Canadian Copyright Licensing Agency permits York faculty, staff and students to copy, in paper or electronic form, short excerpts from a copyright protected work for research, private study, criticism, review, news reporting, education, satire or parody in accordance with Fair Dealing Guidelines. "*Short excerpt*" means that the copy is either: 10% or less of a Work, *or* no more than: (a) one chapter from a book; (b) a single article from a periodical; (c) an entire artistic work (including a painting, print, photograph, diagram, drawing, map, chart and plan) from a Work containing other artistic works; (d) an entire newspaper article or page; (e) an entire single poem or musical score from a Work containing other poems or musical scores; or (f) an entire entry from an encyclopedia, annotated bibliography, dictionary or similar reference work, whichever is greater. Review copyright guidelines at: <http://copyright.info.yorku.ca/fair-dealing-requirements-for-york-faculty-and-staff/>.

**Examinations and Assignments:** Reasons other than duly authenticated illness and bereavement are normally not admissible justifications for failure to appear for an

examination or meet deadlines. You must advise the instructor in advance if unable to appear for an examination and provide formal written documentation for any absence/delay. Only documentation from an attending physician will be accepted for medical conditions. Instructions regarding assignments will be distributed and discussed in class well in advance of due dates. There is a limitation of one calendar week for queries on grading following the return of an examination or assignment. When a request for re-grading is received, the entire examination or assignment will be re-marked. The new grade may be higher, the same, or lower.

**Deferred Standing:** Deferred standing may be granted to students who are unable to write their final examination at the scheduled time, or to submit their outstanding course work on the last day of classes. In order to apply for deferred standing, students must register at <http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf> and submit a completed DSA form and supporting documentation directly to the main office of the School of Administrative Studies (282 Atkinson) complete with a ticket number no later than five (5) business days from the date of the exam or deadline. Requests will be considered on their merits and decisions will be available at the following link: <http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf>. No individualized communication will be sent by the School to the students (i.e., no letters or e-mails). Students with approved DSA's will be permitted to write deferred examinations during the School's deferred examination period. No further extensions of deferred exams shall be granted. The format and content of the deferred examination may be different from that of the originally scheduled examination. The deferred exam may be closed book, cumulative and comprehensive and may include all subjects/topics of the textbook whether they have been covered in class or not. Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a "Doctor's Note" will not be accepted.

DSA Form: [http://www.registrar.yorku.ca/pdf/deferred\\_standing\\_agreement.pdf](http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf)

Attending Physician's Statement Form:

<http://www.yorku.ca/laps/council/students/documents/APS.pdf>

**Peer Evaluation:** To ensure that each group performs effectively and can draw on the full knowledge and effort of all team members, each student will submit a confidential peer evaluation at the end of the semester. Marks for group work may be adjusted to reflect disproportionate contributions, or lack thereof, on the basis of these evaluations.

**Class Preparation:** The complexity and pace that topics will be covered implies 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 and are prepared to discuss the major concepts/issues raised by the lectures and readings. Lecture notes, assignments, data sets and other teaching materials will be posted to eClass regularly for download by students.

Class participation is an important part of the course. Frequent, high-quality contributions in the form of thoughtful questions, observations and insights that are

offered and received in the spirit of collaborative learning and display respect for all participants are especially valued.

### **OTHER IMPORTANT YORK UNIVERSITY POLICIES**

**Academic Honesty (Senate Policy):** The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. The Policy on Academic Honesty is an affirmation of the obligation for members of the University community to maintain the highest standards of academic honesty. As academic honesty and responsibility is fundamental to good scholarship, the policy recognizes the responsibility of all faculty members to foster acceptable standards of academic conduct and of students to be mindful of, and abide by, such standards. Suspected breaches of academic honesty will be investigated and charges shall be laid if reasonable and probable grounds exist. Students should review the York Academic Honesty Policy at:

<http://www.yorku.ca/secretariat/policies/document.php?document=69>

An interactive online Tutorial on academic integrity for students is available at:

[http://www.yorku.ca/tutorial/academic\\_integrity/](http://www.yorku.ca/tutorial/academic_integrity/)

Written assignments may be submitted to *Turnitin* to verify originality. Students should review York guidelines on the use of text matching services at:

[www.yorku.ca/academic\\_honesty/students/tunitin-students.htm](http://www.yorku.ca/academic_honesty/students/tunitin-students.htm)

**Grading Scheme and Feedback Policy:** The grading scheme shall be announced and be available in writing, within the first two weeks of class. Under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Terms, and 30% for 'full year' courses offered in the Fall/Winter Term shall be received by students prior to the final withdrawal date from a course. Under unusual and/or unforeseeable circumstances which disrupt the academic norm, instructors are expected to provide grading schemes and academic feedback in the spirit of these regulations, as soon as possible. For more information on the Grading Scheme and Feedback Policy, please visit:

<http://www.yorku.ca/secretariat/policies/document.php?document=86>

**In-Class Tests and Exams - 20% Rule:** For all Undergraduate courses, except those which regularly meet on Friday evening or on a weekend, tests or exams worth more than 20% will not be held in the two weeks prior to the beginning of the official examination period. For further information on the 20% Rule visit:

<http://www.yorku.ca/secretariat/policies/document.php?document=141>

For further information on examination scheduling and other important dates, please refer to: <http://www.registrar.yorku.ca/enrol/dates/index.htm>

**Reappraisals:** With sufficient academic grounds, students may request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such

cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the Course Director to discuss the grade received and to request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. A request for a reappraisal may result in the original grade being increased, decreased, or confirmed. For reappraisal procedures and information, visit the Office of the Registrar site at:

<http://www.registrar.yorku.ca/grades/reappraisal/index.htm>

#### **ACCOMMODATION PROCEDURES:**

**Deferred Standing:** Contact your home Faculty for information on how to apply for deferred standing. For further information, visit:

<http://myacademicrecord.students.yorku.ca/deferred-standing>

**Senate Religious Observance Policy (Senate Policy):** York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents (Senate 032). For further information on accommodation procedures required due to religious commitment, and the schedule of dates, please visit:

<http://calendars.registrar.yorku.ca/lectureschedules/fw03/dates/religious.htm>

**Academic Accommodation for Students with Disabilities:** The nature and extent of accommodations shall be consistent with, and supportive of, the integrity of the curriculum and the academic standards of programs and courses. Provided that students have given sufficient notice about their accommodation needs, instructors shall take reasonable steps to accommodate these needs in a manner consistent with the guidelines established hereunder. For more information visit the Disabilities Services website at <http://www.yorku.ca/cds/>. York's disabilities offices and the Registrar's Office work in partnership to support alternate exam and test accommodation services for students with disabilities at the Keele campus. For more information on alternate tests and examinations visit <http://www.yorku.ca/altexams/>. Students requiring special accommodations should advise the Course Director.