

Faculty of Liberal Arts & Professional Studies  
**Digital Marketing**  
**AP/ADMS 4245 Section A Fall 2024 - 2025**

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**COURSE OUTLINE**

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**Course instructor: Isha Sharma**

**Email address:** [sharmai@yorku.ca](mailto:sharmai@yorku.ca)

**Office hours:** Wednesday 1:00PM to 3:00 PM

**Times and locations:** Class is scheduled to meet on Wednesday 4:00 PM to 7:00 PM in person. The location of the class will be shared via eClass.

**Course webpage**

<https://eclass.yorku.ca/course/view.php?id=120288>

Course Websites hosted on York's "eClass" are accessible to students during the first week of the term. It takes two business days from the time of your enrolment to access your course website. Course materials begin to be released on the course website during the first week

**Course objectives**

This class will give you a theoretical understanding of the digital marketplace that is necessary to adapt to its many changes, while also equipping you with the skills you'll need to perform vital daily functions. Upon completion of this course, you would develop an understanding about the power of internet and other digital technologies and their impact on marketing practice. The course would enable you to develop the ability to use various digital technologies in marketing strategy and tactical marketing for serving customers profitably. At the end of the course, you would be:

- ✓ Able to acquaint with changes in consumer behavior due to new technologies and tools to understand consumer online behavior (Remember)
- ✓ Able to understand, through theory and cases, impact of digital technologies on marketing practice (Understanding)
- ✓ Acquire skills to integrate digital technologies into overall marketing strategy and solve problems in real life business situations (Apply)

**Specific Learning Outcomes**

- ✓ **Web Design** – Understand multiple web design frameworks for improving conversion rates on a website of any kind. Apply these design frameworks to identify areas for website improvement and to properly design a website from scratch.
- ✓ **Web Analytics** – Determine the appropriate KPIs for any type of website. Make appropriate

recommendations to an ecommerce website based on the conversion funnel. Understand the pitfalls surrounding attribution analysis and make recommendations to identify the highest ROI digital marketing channels.

- ✓ **Search Engine Optimization** – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.
- ✓ **Search Engine Marketing** – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign’s conversion rates.
- ✓ **Display Advertising** – Understand the various methods of online display advertising. Create an online display ad campaign and measure its return on ad spend (ROAS).
- ✓ **Email Marketing** – Understand best practices in marketing and implement them with a database of current and potential customers via email.
- ✓ **Social Media Marketing**– Utilize knowledge of social media tactics to design an effective social media campaign.
- ✓ **Online Reputation Management** – Implement online reputation management tactics to improve the online reputation of a brand.

### 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: None.

### Course readings

**Main textbook:** This course uses an online textbook: Stukent’s Digital Marketing Essentials. The course invite link to purchase the textbook will be posted on eClass.

### Pedagogy

Lectures, Class discussions, Class moderation, Assignments and Group/Individual Course Work.

### Expanded course description:

Module	Topics covered
Introduction	<ul style="list-style-type: none"><li>✓ Digital Marketing Foundations</li><li>✓ Web 2.0 and Implications of technological shifts for marketers</li><li>✓ The Internet of Things</li></ul>
Web Design	<ul style="list-style-type: none"><li>✓ Principles of good web design</li><li>✓ Page elements</li></ul>

	<ul style="list-style-type: none"> <li>✓ Landing Pages</li> </ul>
Analytics	<ul style="list-style-type: none"> <li>✓ How analytics work</li> <li>✓ Internet based research approaches</li> <li>✓ Key Performance Indicators</li> <li>✓ Decision making and analytics</li> </ul>
Search Engine Optimization and digital adverts	<ul style="list-style-type: none"> <li>✓ Maximizing relevance</li> <li>✓ Webpages and SEO considerations</li> <li>✓ Types of online ads and online advertising payment models</li> <li>✓ Content Marketing</li> <li>✓ Display Advertising</li> </ul>
Email and Mobile Marketing	<ul style="list-style-type: none"> <li>✓ Importance of mobile to brands</li> <li>✓ Tools for a mobile strategy</li> <li>✓ E-mail marketing</li> </ul>
Social media and viral marketing	<ul style="list-style-type: none"> <li>✓ Choosing social media platforms</li> <li>✓ Paid, earned and owned media</li> <li>✓ Social media best practices</li> <li>✓ Measuring success</li> </ul>
Reputation management	<ul style="list-style-type: none"> <li>✓ Monitoring brands</li> <li>✓ Responding to negative content</li> <li>✓ Creating positive content</li> </ul>

## Grading Policy

The assessment and grading system are intended to reflect student learning and performance.

<b>Class Participation and attendance</b>	<b>10%</b>
<b>Mid Term</b>	<b>30%</b>
<b>Group Project</b>	<b>40%</b>
<b>Final Exam</b>	<b>20%</b>

### Class Participation and attendance

Class participation is essential for learning processes. Class participation is not about attendance, but rather about demonstrated engagement with assigned course material (e.g., readings, cases, videos, etc.) and in-class activities (e.g., polls, group exercises, discussions). The prevailing expectation is that students will prepare and participate in the discussion of the weekly assigned course material and in-class learning activities. These activities may include, but are not restricted to, short quizzes, assignments, groups discussions etc. Each of these activities will be based on the topic taught in the class on that day. The instructor will evaluate students' participation based on quantity and quality.

### Midterm and final exam

There will be two exams, a midterm and a final. Exams will cover material taught in class. Exams will contain a mix of multiple choice, short-answer, and long answer questions.

### Group Project

For the group project, you will collaborate with an actual company who will engage you in a digital marketing project for their firm. The scope of each project will be different and may range

from, content creation, social media marketing, new product launch, and so on. In the third week of your semester, your team will be assigned to a company who will work along with you to determine the aims and objectives of the project. More details will be provided through eClass.

### **Peer evaluations**

Peer evaluations will be used to calculate individual grades for group-project work. As a result of this process, some members may find that their grade will go up. Others may find that their grade will go down. All peer ratings are strictly confidential. This is a very important responsibility; please take it seriously and do a fair and honest job. Peer evaluations will be submitted towards the end of the term. You can download the peer evaluation forms from eClass.

### **COVID-19 PROTOCOL DURING CLASS TIME**

Everyone is expected to follow the University's guidelines with regard to COVID-19 protocols, precautions, masks, and vaccinations. If you are sick and have any COVID-19 symptoms, do not come to class. I will work with you to make sure you have the opportunity to learn any material you miss. If you will miss an extended amount of time because of illness, contact me to discuss your options.

For our classroom to be a safe and comfortable place to learn, we all need to act with patience, compassion, and the recognition that our actions (and inactions) affect one another and the lives of those around us. Please be considerate and respectful as we navigate living and learning during this difficult, stressful, and unpredictable semester.

### **COURSE AND UNIVERSITY POLICIES**

**Late submissions:** All project deliverables and course assignments must be handed in on or before the due date. **Late submissions for the group project will be penalized with a grade reduction of 5%, per hour late.** There is no extension for participation assignments; late submissions will not be accepted.

**Make-up work for missed class:** Students that miss a class will be given the opportunity to make up for lost participation marks by submitting a summary of the course material scheduled for discussion at that class, along with their answers to any case discussion and/or learning activities that they miss. Submissions are by email within a week of the missed case. Absences should be communicated to the instructor prior to the class session if possible. **You may exercise this option for only two missed classes.**

**Email communication:** For emails, please make sure that you include the course number on the email subject line (e.g. ADMS 4245). From Monday to Friday, students will normally receive an answer to their emails within 24 hours. Emails received during the weekend will be answered by the following Monday.

**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. Details can be found at <http://myacademicrecord.students.yorku.ca/deferred-standing>

As communicated to the University community on March 13, 2020, Senate Executive has agreed

to waive until further notice the requirement for students to submit an Attending Physician's Statement in support of a request for deferred standing or petitions. DSA Form: [http://www.registrar.yorku.ca/pdf/deferred\\_standing\\_agreement.pdf](http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf)

In order to apply for deferred standing, students must register at <https://sas-app.laps.yorku.ca/>. Followed by handing in a completed DSA form and supporting documentation directly to the main office of the School of Administrative Studies via email ([apsas@yorku.ca](mailto:apsas@yorku.ca)) providing your ticket number and attaching the DSA form. The DSA must be submitted no later than five (5) business days from the date of the exam. These requests will be considered on their merit and decisions will be made available by logging into the above-mentioned link. No individualized communication will be sent by the School to the students (no letter or e-mails). Students with approved DSA will be able to write their deferred examination during the School's deferred examination period. No further extensions of deferred exams shall be granted. The format and covered 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.

**Academic honesty and integrity:** In this course, we strive to maintain academic integrity to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing SPARK's [Academic Integrity module](#) at the beginning of the course. Breaches of academic integrity range from cheating to plagiarism (i.e., the improper crediting of another's work, the representation of another's ideas as your own, etc.). All instances of academic dishonesty in this course will be reported to the appropriate university authorities, and can be punishable according to the [Senate Policy on Academic Honesty](#).

**Turnitin:** To promote academic integrity in this course, students will be normally required to submit their written assignments to Turnitin (via the course eClass) for a review of textual similarity and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are described on the Turnitin.com website.

**Grades Release Dates (Grade Reports and Transcripts):** Grades submitted by an instructor are subject to review by the teaching unit in which the course is offered and by the Faculty Council or Faculty Committee on Academic Policy and Planning. Final course grades may be adjusted to conform to program or Faculty grades distribution profiles. Normally, grades appear on grade reports and transcripts as soon as they are submitted to the Registrar's Office.

**Reappraisals:** Students may, with sufficient academic grounds, 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. Students need to be aware that a request for a grade reappraisal may result in the original grade being raised, lowered or confirmed. For reappraisal procedures and information, please visit the Office of the Registrar site at:

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

**Religious Accommodation:** 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. For more information on religious accommodation, please visit: <https://registrar.yorku.ca/enrol/dates/religious-accommodation-guidelines-2019-2020>

**Important LA&PS course policies:** Please refer to the course eClass site for information on LAPS policies on intellectual property, accessibility, zoom meetings, student conduct and academic integrity