MKTG 3743 Section 101
Digital and Social Media Marketing Syllabus

Course Dates: August 28, 2023 to December 16, 2023
Meeting Time: Tuesday and Thursday, 12:30 PM to 1:50 PM
Location: Dillard College of Business, Room 336
Credit Hours: 3
Professor: Ashok Bhattarai. Ph.D.
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Office Hours: Monday and Wednesday 2:00 PM to 3:00 PM; Tuesday and Thursday 9:30 AM to 11:00 AM; or by appointment

Welcome to Digital and Social Media Marketing!

The internet is a dynamic marketplace if there ever was one. This class will give you a theoretical understanding of the internet 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. By the end of the course, you will be able to walk into any company with an online presence and improve its use of the internet.

Course Description (from MSU catalog)

This course provides a broad overview of the digital marketing techniques needed for successful marketing campaigns in a digital economy. Students will gain a fundamental understanding of the digital marketing core principles needed for the 21st century consumer. Topics will include the development and implementation of digital content strategy across various platforms, including webpages, social media, email, and SEO. This class prepares students for more advanced digital marketing courses.

Prerequisites: Junior standing or above or consent of the chair, BUAD 3033 and MKTG 3723

Course Objectives

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.

Online 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 – Utilize knowledge of social media tactics to design an effective social media campaign.

Textbook & Instructional Materials

Required Materials:

Larson, J. & Draper, S. (2019). Digital marketing essentials (digital edition) Rexburg, ID: Edify Publishing, Stukent, Inc.

This is a digital book that can be accessed at https://join.stukent.com/join/BA5-C4F

This course will also require the use of the **Mimic Pro simulation** which is accessed from the same website (https://join.stukent.com/join/BA5-C4F). You need to purchase the simulation with the digital textbook as a bundle.

Course Technology & Skills

Minimum Technology Requirements:
To be successful in this online course, students will need **at least:**
- Reliable computing device (a laptop or desktop is preferred, but success is possible with a tablet or, perhaps, a smart phone)
- Reliable internet access
- Microsoft Office Suite or Google Docs
- MSU Desire 2 Learn
- Stukent Mimic Pro Simulation

Computer Skills & Digital Literacy:
To be successful in this online course, students must be able to at least:

- Use D2L
- Use email with attachments
- Access presentations on Google Slides
- Create documents in Microsoft Word or Google Docs
- Create presentations in Microsoft PowerPoint or Google Slides

Technical Assistance:
Students in need of technical assistance should contact MSU's Help Desk

Study Hours and Tutoring Assistance
ASC offers a schedule of selected subjects tutoring assistance. Please contact the ASC, (940) 397-4684, or visit the Link to ASC homepage for more information.

Important Dates

- Change of schedule or late registration: August 28-31
- Labor Day - No classes: September 4
- Deadline to apply for December graduation: September 25
- Spring 2024 schedules of classes available online: mid-October
- Last Day to drop with a grade of "W": October 30 @ 4pm
- Thanksgiving Break begins at 10 pm: November 21
- Classes Resume: November 27
- Last day of classes: December 8
- Final exams begin: December 9
- Commencement: December 16

Course Activities

The course grade is determined by a combination of the following assignments:
- Assignments
- Mimic Simulation
- Final Project
- Exams

Grading: Final grades will be based on the following:

Activity	Points	% of Grades
Three Exams 10% each	300 (100 each)	30%
Assignments (5 Assignments)	200 (40 each)	20%
Final Report	100	10%
Mimic Pro Simulation (6 rounds)	180 (30 each)	18%
Google Ads Certification	120	12%
Class Exercise/Activity	50	5%
Expert Session Quizzes (2 quizzes)	50 (25 each)	5%
Total:	**1000**	**100%**

Grading Scale

Actual Points	Percentage	Letter Grade
895 and Higher	90 and Above	A
795 to 894	80 to 89	B
695 to 794	70 to 79	C
595 to 694	60 to 69	D
Less than 594	Less than 59	F

Please note: In the case of decimals, I will follow the rules of basic mathematics and round down decimals <.5. I will round up .5 and greater. For example, a 79.5% would round up to 80% (B), but 79.4% would round down to 79 (C)

Brief Descriptions of Course Activities

Exams:
There will be three exams. Exams will cover material from the book, material covered in class, and material from the Expert Sessions. Make-up exams are allowed **only** with a University-approved excuse. Failure to complete an exam during the allotted time will result in a zero for that exam. All assigned materials, whether explicitly covered or not, may be on an exam. Likewise, I will often bring in examples, guest lecturers, and exhibits that may NOT be in the textbook. Exams are in multiple-choice and true/false formats.

Assignments and Final Report:

Develop a Social Media Marketing Plan
To develop your social marketing plan, you need to complete an assignment every week, which contains answering some specific questions to address issues regarding your plan. At the end of the semester, you need to turn in your complete plan by adding all your assignments. Your final report should be like a real plan. It is not acceptable if you just merge all your assignments. You might need to restructure your report. Think like a marketer who wants to sell the point and run a real social media campaign. Your plan and report must convince the top managers.
Your final report should be 12 pages or more (double-spaced).

Assignment 1:
Choose a fictitious company for a specific product or service that you want to develop a social media marketing plan. Explain why you choose that company and that specific industry by addressing strengths, weaknesses, opportunities, and threats. Use SWOT table to address that. Please make sure you elaborate each section supported with logical reasons. Choose an appropriate slogan, color, and logo (look for free logo maker websites) for your company. (2 pages or more, double-spaced)

Assignment 2:
Who is your target audience? Create a persona profile.

Assignment 3:
Who are your competitors? Find three competitors and analyze their social media activities platforms such as their Facebook, Twitter, Instagram, etc. What are their strengths and weaknesses? What else can you do to address the problems they have in your campaign?

Assignment 4:
Create a Facebook/Instagram/Twitter business page (or any other social media of your choice) and post at least 6 contents (Use the 4-1-1 rule). Your content may include pictures, videos, or graphical design. Treat this as if it were a real campaign.

Assignment 5:
First, you need to view two other groups' social media pages and post one positive and one negative comment on their posts that have been uploaded by them. The comments can reflect your positive and negative experience of using their products or can be your opinion about their company and brand. Second, you need to respond and address the comments that other groups have posted on your social media page that you created (All these interactions should be happening in and with your created social media page).

Google Ads Certification

"Google Ads (formerly Google AdWords) is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos web users.] It can place ads both in the results of search engines like Google Search (the Google Search Network) and on non-search websites, mobile apps, and videos (the Google Display Network). Services are offered under a pay-per-click (PPC) pricing model. Google Ads is the main Google's source of revenue, contributing US$134.8 billion in 2019."

The goal to earn this certificate is to get prepared on the job market. Adding the certification in your resume would help you become a competitive on the job market.
- Google Ads includes five certifications:
- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Google Ads - Measurement Certification
- Google Ads Apps Certification

For the class, you need to complete and earn TWO certifications. You can choose the two certifications to earn based on your interests.
Note: the certification is free. Use the link below to complete two of the courses and take their exams. (A score of 80% is needed on each exam to "pass.")
https://skillshop.exceedlms.com/student/catalog/list?category_ids=2844-google-adscertifications&difficulty[]=1

Mimic Pro-Digital Marketing Simulation

This simulation is created to help students understand and learn with
•   Writing targeted ads
•   Performing strategic keyword research
•   Creating high-converting landing pages
•   Measuring key performance indicators
•   Pricing and product
•   Utilizing email marketing

Attendance and Participation (relating to both exams and class meetings):
You are strongly encouraged and expected to attend and participate in every class. There will be several in-class exercises and you will receive a zero for an exercise if you were not in class when it was done. Also, you are expected to participate in any discussions that take place in class. Please note that if you are **more than five minutes** late for class, you will receive a zero for that day's class exercise. If you leave class, without my permission, before the end of the period you will be counted absent for the whole period. Also, you will get a zero on any class assignments done that day. Further, make-up exams are allowed only for University-approved absences.

Extra Credit Assignments:
Stukent's Digital Marketing Certification worth 40 points or 4% of the entire grade.

Instructor General Class Policies

Rules of Engagement
Because a positive learning environment facilitates learning outcomes, each student is expected to exhibit courteous and positive learning behaviors. There is no tolerance for disruptive behaviors. To that end, the following guidelines for interactions between students and between students and the instructor must be followed. Failure to abide by the rules of engagement will result first in a reminder and could ultimately result in removal from the class.
•   Email communications should be professional and well-written. Emails to the instructor that are unprofessional (e.g., those addressing me incorrectly or written using "text talk") will not receive a response.
•   While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression,

age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.

- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Speak from personal experiences. Use "I" statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual's experiences.
- Use your critical thinking skills to challenge other people's ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as "YELLING!"
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using "text-talk" unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think before you type.

Late Work
No late submission will be accepted/graded. Students who experience an emergency should contact the instructor for late submission permission. Valid documentation is required.

Make Up Work/Tests
All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. The student will receive a score of zero (0) for all late assignments, exams, and projects.

Note: The due dates and times for activities are posted in Central Time.

Attendance
Students are expected to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student's grade where class attendance and class participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should so inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records on a daily basis. The instructor must give the student a verbal or written warning prior to being dropped from the class. Instructor's records will stand as evidence of absences. A student with excessive absences may be dropped from a course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

Course Incomplete

A student is expected to complete a course of study during a semester. In an emergency, the instructor may assign a grade of "incomplete" with complete documentation for the situation. A student needs to complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

AI Policy

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as ChatGPT or Dall-E 2) on assignments in this course if that use is properly documented and credited. For example, text generated using ChatGPT-3 should include a citation such as: "Chat-GPT-3. (YYYY, Month DD of query). "Text of your query." Generated using OpenAI. https://chat.openai.com/" Material generated using other tools should follow a similar citation convention.

College Policies and Procedures

Refer to [College Policies and Procedures Manual](#).

University Policies/Procedures

Cheating/Plagiarism/Academic Dishonesty:

"Plagiarism" includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

Student Honor Creed

As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible citizens. We believe students themselves play an important part in developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, we, the students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters.

We consider it dishonest to ask for, give, or receive help in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student.

We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed.

Written and adopted by the 2002-2003 MSU Student Senate.

Safe Zones Statement
The instructor considers the course and course environment to be a place where you will be treated with respect as a human being - regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the professor's expectation that all students consider the classroom a safe environment.

Change of Schedule
A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the schedule of classes each semester.

Refund and Repayment Policy
A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. However, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Disability Support Services
Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disability. This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: "No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity." The Director of Disability Support Services serves as the ADA Coordinator and may be contacted at (940) 397-4140, TDD (940) 397-4515, or 3410 Taft Blvd., Clark Student Center 168.

Smoking/Tobacco Policy
College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy
To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-

sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Campus Carry Statement
Senate Bill 11 Handgun Policy - Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from licensed concealed carry are appropriately marked, in accordance with state law (Penal Code 30.06 signage). Please note, open carry of handguns, whether licensed or not, and the carrying of all other firearms (rifles, shotguns, etc.), whether open or concealed, are prohibited on campus. For more information regarding campus carry, please refer to the University's webpage at: Campus Carry.

Grade Appeal Process
Students who wish to appeal a grade should consult the Midwestern State University **undergraduate catalog**.

Course Schedule
Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of MSU Texas to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

NOTE: Students are expected to arrive in class with all of the materials prepared. Thus, students should read, watch, listen to, etc., any assigned materials **BEFORE COMING TO CLASS THE ASSIGNED DAY.**

Schedule (subject to change if necessary)

Week/ Date:	Topics	Readings/Activities/Deadlines
Aug 29	Overview of course Getting to know others	
Aug 31	Introduction to Digital Marketing (Ch.1)	Register for courseware (Stukent)/ Start forming groups
Sep 5	Digital Marketing Foundations (Ch.1)/ Digital Marketing Strategy (Ch. 13)	Finalize group
Sep 7	Digital Marketing Strategy (Ch. 13) Cont.	
Sep 12	Social Media I (Ch.9)	**Assignment 1 Due**
Sep 14	Social Media II (Ch.10)	
Sep 19	**Expert Session: Growing a Community and Brand — The Story of PPCChat (Matt Umbro)**	**Assignment 2 Due**
Sep 21	Online Reputation Management (Ch. 10)	
Sep 26	Mobile Marketing (Ch.12)	
Sep 28	Catch up/ Exam I Review	**Assignment 3 Due**
Oct 3	**Exam 1 (Ch. 1,9,10,12,13)**	
Oct 5	Web Design (Ch 2)	
Oct 10	Web Design (Ch.2) Cont.	
Oct 12	Analytics (Ch.3)	**Assignment 4 Due**
Oct 17	On-Site SEO (Ch.4)	
Oct 19	Off-Site SEO (Ch.5)	
Oct 24	Introduction and going over Mimic Pro Simulation	**Assignment 5 Due**
Oct 26	Paid Search (Ch. 6)	
Oct 31	Paid Search (Ch. 6)	Mimic Pro Round 1: Introduction to Search Ads
Nov 2	**Expert Session: Core Concepts of Paid Search Marketing**	Mimic Pro Round 2: Search Ad Practice
Nov 3	Exam 2 Review/Catchup	
Nov 7	**EXAM 2 (Ch. 2,3,4,5,6)**	

Week/ Date:	Topics	Readings/Activities/Deadlines
Nov 9	Display Advertising (Ch. 7)	Mimic Pro Round 3: Search Ad Optimization
Nov 14	Display Advertising (Ch. 7)	
Nov 16	**No Class: Travelling to conference**	
Nov 21	Display Advertising (Ch. 7) Cont.	
Nov 23	Mimic Pro Rounds catchup	Mimic Pro Round 4: Introduction to Display Ads
Nov 28	**Thanksgiving Break**	
Nov 30	**Thanksgiving Break**	
Dec 5	Email Marketing (Ch. 8)	Mimic Pro Round 5: Display Ads and Remarketing
Dec 7	Review for Final Exam	Mimic Pro Round 6: Optimize Display Ad Campaigns **Final Project Due** **Google Ads Certification Due**
FINAL EXAM WEEK (Dec 11 to 16)		
Exam 3: Chapters covered after Exam 2 (Ch. 7 & 8)		