

Digital Marketing

COURSE DESCRIPTION Digital Marketing focuses on the development of effective marketing plans within a dynamic digital environment. The course takes an integrated approach to digital marketing through a combination of hands-on exercises, case analysis, and current industry research. Students will explore how to coordinate marketing initiatives across online and offline channels and between desktop and mobile audiences to show how various disciplines within digital marketing are interrelated -- from search engine optimization (SEO), search engine marketing (SEM), website analytics, mobile marketing, and social media marketing.

In addition to understanding the tools and techniques required to create a digital marketing plan, students both develop the skills to manage an online presence and put those skills into action. The focus of the class will be develop and implement a holistic digital marketing strategy.

LEARNING

TARGETS Students

will: **SEMESTER 1**

- Understand the role of digital media in marketing.
- Understand how to use social media as a marketing tool.
- Understand how to use video-sharing sites as a marketing tool.
- Understand how to use mobile marketing as a marketing tool.
- Understand how to use location as a marketing tool.
- Understand how to use blogs as a marketing tool.
- Understand how to use emerging social media as a marketing tool.

SEMESTER 2

- Demonstrate foundational knowledge of the Internet and e-commerce to understand its scope and impact on business and the economy.
- Develop and/or use technology to create and maintain a web-based marketing presence. Organize, control and plan work efforts to manage e-business activities.
- Manage the day-to-day e-commerce activities that facilitate the development and maintenance of a business.

ASSESSMENT You will be evaluated in three areas: Course Assessments (80% of total grade) and Professional Behavior (20% of total grade).

COURSE ASSESSMENTS *You will receive full credit – based on accomplishment of learning targets – if you complete the assignment accurately, honestly, and on time. *Assessments will be due at the end of the final class of each week. **PROFESSIONAL BEHAVIOR** *You will receive full credit if you arrive to class on time, work independently and efficiently, and respect each other and the rules of the classroom.

FINAL ASSESSMENT – EVENT PROJECT PLAN

The grading scale is as follows: A >= 90% B >= 80% C >= 70% D >= 60% F < 60%

NOTE If you miss class because of an excused absence, you are responsible for making up the missed

activities by the following class period. No additional extensions will be granted except under extreme circumstances that are immediately discussed with the teacher.

Flexibility Statement: The instructor reserves the right to modify course content and/or substitute assignments and learning activities in response to institutional, weather or class situations.

EXPECTATIONS You are expected to:

- arrive to class on time; • work effectively and efficiently;
- share when necessary; and • respect each other and the equipment. Any violation of these expectations will result in a reduced grade and/or loss of classroom and computer privileges for the remainder of the semester.

COURSE POLICIES Student Conduct In-Class Policy Any acts of classroom disruption that go beyond the normal rights of students to question and discuss with instructors the educational process relative to subject content will not be tolerated, in accordance with the Student Code of Conduct described in the Student Handbook.

Cheating Policy Students are expected to uphold the school's standard of conduct relating to academic honesty. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student's submitted work, examinations, and projects must be that of the student's own work. Students shall be guilty of cheating if they: 1. Represent the work of others as his or her own. 2. Use or obtain unauthorized assistance in any academic work. 3. Give unauthorized assistance to other students. 4. Modify, without teacher approval, an examination, paper, record, or report to obtain additional credit. 5. Misrepresent the content of submitted work.

Any student caught cheating is subject to receive a failing grade for the project and/or the course and will be referred to the office for further disciplinary action. If a student is unclear about whether a particular situation may constitute cheating, the student should meet with the teacher to discuss the situation.

COURSE SCHEDULE SEMESTER 1

WEEK	TOPIC	ASSESSMENT/PROJECT
1-19	<i>Survey of Digital Marketing</i>	Formative & Summative Assessments

SEMESTER 2

WEEK	TOPIC	ASSESSMENT/PROJECT
20-38	School Digital Marketing	School Digital Marketing Content
Creation		