



CINCINNATI
CHRISTIAN UNIVERSITY

MKTG 360 99 Internet and Social Media Marketing

School of Business – Cincinnati Christian University

Instructor: Dave Farris (david.farris@ccuniversity.edu)

Meeting Times: This is a fully online course. If you need to meet with the professor in person or over video chat, please make an appointment to do so.

Course Description:

A study of the basic principles of marketing applied to the growing fields of internet and social media marketing. Topics covered in this course will focus on the interpretation of data on internet usage, online advertising, email marketing, social network marketing, search engine marketing, and web traffic analysis.

This course meets CCU's mission to "[provide] a Christ-centered, liberal arts education taught with a Christian worldview in students' chosen field of study" by giving students tools and tactics that they can use to execute on strategic and operational goals of organizations within the for-profit and non-profit sectors.

Course Learning Outcomes:

After completing this course the student will be able to:

- Discuss and identify the key components and current trends related to marketing within the framework of digital outreach. (Assessment: Analysis Assignments, Expert Lecture Videos, Chapter Quizzes, Final Exam)
- Analyze key Marketing issues in a particular industry or company and propose appropriate managerial solutions to the situation. (Assessment: Analysis Assignments, Expert Lecture Videos, Marketing Project)
- Create a digital marketing campaign to add to the students' portfolio of academic experiences. (Assessment: Marketing Project)

Course Books and Digital Access:

Larson, Jeff and Draper, Stuart. *Digital Marketing Essentials*. Edify. Idaho Falls, ID. 2019. (ISBN: 9780998713816)

Students will need to create an account at [stukent.com](https://home.stukent.com) to join this course. The direct link to the course is <https://home.stukent.com/join/B40-3B8>. It is impossible to complete (pass) this course without creating an account and purchasing the book.

Student Assignments and Grade Breakdown

Students in this course will be evaluated by the grading system that is outlined later in this syllabus. You should refer to the Student Handbook or the University Catalog for other details around grading. **No late work will be accepted for any assignment.** The criteria for determining that grade will be as follows:

1. Chapter Quizzes (20%)

You will be required to do complete a multiple choice quiz from each reading for each week. The quiz material comes directly from your readings and must be completed on the Stukent course site by Sunday night for the week of the reading.

Please note that your attendance is tracked using these quizzes. If you complete the weekly quiz, you will be counted as present. If you fail to complete the weekly quiz, you will be counted as absent.

2. Analysis Assignments (30%)

There will be hands-on tasks in some modules that will ask you to complete an analysis task based on an existing website or dataset. Examples of these include your work to analyze a website's SEO, analyze a company's email marketing list, analyze social media platform usage, and more.

Each analysis assignment will have the details for what you will be doing on that specific task and what you'll need to submit for a deliverable.

3. Expert Lecture Videos (15%)

You will be required to watch videos that contain presentations from practitioners within the digital marketing world. After watching the videos, you'll need to write up a two-page paper in which you'll teach someone everything you learned from that session. You aren't writing a summary but you're putting together a quick, one-pager that explains to your audience what was most important and most relevant from the Expert Session.

In this case, 'two pages' means two full pages of meaningful text. So things like your name, the title, or pictures/exhibits do not count toward the two pages. Your paper will be typed in 12 point, Times New Roman font with 1" margins all around and double spaced. **Papers that do not conform to these standards will start at a 75% grade and will be adjusted to ensure that there is one page of meaningful text.**

These papers will be submitted to Canvas.

4. Marketing Project (25%)

You will be required to apply what you have learned from the readings, analysis assignments, and video lectures to one of the following projects. You must submit the option you'll select and which website, company, or social media campaign you'll be using for your project by November 17th. Each option will have its own rubric.

1. Design a website – you will create a completely re-design an existing website using WordPress or another web design software utilizing the marketing techniques described in the text. As part of this deliverable, you must list out the before-and-after for the site as well as the rationale for why you changed what you changed.
2. Search Engine Optimization Audit – you will create an audit plan, audit outcomes, and then complete an audit for the ccuniversity.edu website. Your audit will include both on-site and off-site optimization, a explanation of what strategies are currently being used, and a proposal for what strategies could be used along with a definition for what would make them successful.
3. Email Marketing – you will design and implement an email marketing campaign for CCU which will include analyzing an existing email list or applying list capture techniques to build a list. You will then work with the marketing team at CCU to send out at least 2 emails related to the campaign and report back on the success of

the campaign. You will propose goals for the campaign, collect the data from the campaign, and then report back on the success of the campaign. **This assignment will be a group assignment with a maximum of 3 students allowed to participate.**

4. Social Media Campaign – you will create a social media campaign for CCU and implement the plan. The campaign will span at least 3 weeks and will run on at least 2 social media platforms. You will propose goals for the campaign, collect the data from the campaign, and then report back on the success of the campaign. **This assignment will be a group assignment with a maximum of 3 students allowed to participate.**

4. Final Exam (10%)

A final exam will be available on the Stukent site for you to complete at the end of this course. Your exam will contain true/false and multiple choice. The exam will contain questions from anything that is covered in this course including the text, videos, or studies.

Tentative Course Schedule

| Week | Topic | Learning Activities & Assignments |
|-------|---------------------------------|---|
| 8/19 | Introduction Week | <ol style="list-style-type: none"> 1. No reading this week 2. Make sure you introduce yourself in the Introductory Discussion Forum |
| 8/26 | Digital Marketing Foundations | <ol style="list-style-type: none"> 1. Read Chapter 1 of the <i>Digital Marketing Essentials</i> book. 2. Complete Quiz #1 3. Complete Analysis Assignment #1: Amazon.com |
| 9/2 | Web Design (Desktop and Mobile) | <ol style="list-style-type: none"> 1. Read Chapter 2 of the <i>Digital Marketing Essentials</i> book. 2. Complete Quiz #2 3. Complete Part 1 of Analysis Assignment #2: Website Build |
| 9/9 | Analytics | <ol style="list-style-type: none"> 1. Read Chapter 3 of the <i>Digital Marketing Essentials</i> book. 2. Complete Quiz #3 3. Complete Part 2 of Analysis Assignment #2: Website Build |
| 9/16 | On-Site SEO | <ol style="list-style-type: none"> 1. Read Chapter 4 of the <i>Digital Marketing Essentials</i> book. 2. Complete Quiz #4 3. Complete Expert Session #1: SEO, Social Media & Content Marketing for Profit |
| 9/23 | Off-Site SEO | <ol style="list-style-type: none"> 1. Read Chapter 5 of the <i>Digital Marketing Essentials</i> book. 2. Complete Quiz #5 3. Complete Analysis Assignment #3: Off-Site SEO on Your WordPress Site |
| 9/30 | No Class – Fall Break | |
| 10/7 | Paid Search Marketing | <ol style="list-style-type: none"> 1. Read Chapter 6 of the <i>Digital Marketing Essentials</i> book. 2. Complete Quiz #6 3. Complete Expert Session #2: Core Concepts of Paid Search Marketing |
| 10/14 | Display Advertising | <ol style="list-style-type: none"> 1. Read Chapter 7 of the <i>Digital Marketing Essentials</i> book. 2. Complete Quiz #7 3. Complete Expert Session #3: Introduction to Remarketing & Why You Should Care |

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|--------------------------------------|------------------------------|--|
| 10/21 | Email Marketing | <ol style="list-style-type: none"> 1. Read Chapter 8 of the <i>Digital Marketing Essentials</i> book. 2. Complete Quiz #8 3. Complete Analysis Assignment #4: E-mail Database Analysis |
| 10/28 | Social Media 1 | <ol style="list-style-type: none"> 1. Read Chapter 9 of the <i>Digital Marketing Essentials</i> book. 2. Complete Quiz #9 3. Complete Analysis Assignment #5: Creating and Comparing a Facebook Business Page |
| 11/4 | Social Media 2 | <ol style="list-style-type: none"> 1. Read Chapter 10 of the <i>Digital Marketing Essentials</i> book. 2. Complete Quiz #10 3. Complete Analysis Assignment #6: Analyzing and Creating Social Media Platform Usage |
| 11/11 | Online Reputation Management | <ol style="list-style-type: none"> 1. Read Chapter 11 of the <i>Digital Marketing Essentials</i> book. 2. Complete Quiz #11 3. Complete Expert Session #4: Social Listening 4. Submit your choice for the Marketing Project. |
| 11/18 | Mobile Marketing | <ol style="list-style-type: none"> 1. Read Chapter 12 of the <i>Digital Marketing Essentials</i> book. 2. Complete Quiz #12 3. Begin work on Marketing Project |
| No Class – Thanksgiving Break | | |
| 12/2 | Project Work Week 1 | <ol style="list-style-type: none"> 1. No course readings. |
| 12/9 | Project Work Week 2 | <ol style="list-style-type: none"> 1. No course readings. 2. Marketing Project deliverables due on 12/15 at 11:59pm. |
| Online Final Exam | | |

Attendance and Academic Integrity

Policies regarding academic integrity and the procedures for addressing integrity issues like plagiarism, copying answers, or cheating on an exam in this course reflect the policies and procedures as they are written in the CCU student handbook. This course's attendance is measured by student interaction. This means that if a student completes their weekly module assignment, they are counted as present. If they fail to complete any of the weekly module assignments, they will be counted as absent. Since this course meets online, if a student receives more than 2 absences, they will receive an FA for the course.

Disabilities and Special Accommodations

Students who require academic accommodations due to any documented physical, psychological, or learning disability should request assistance from the Student Services Department within the first two weeks of class. The Student Services Department is located on the upper level of the Presidents Hall. You may also contact the office by phone (513.244.8140).

Grading Scale for This Course

| Letter Grade | Grade Percentage |
|--------------|------------------|
| A | 93 - 100 |
| A- | 90 - 92.99 |
| B+ | 87 - 89.99 |

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| B | 83 - 86.99 |
| B- | 80 - 82.99 |
| C+ | 77 - 79.99 |
| C | 73 - 76.99 |
| C- | 70 - 72.99 |
| D+ | 67 - 69.99 |
| D | 63 - 66.99 |
| D- | 60 - 62.99 |
| F | 59.99 or below |