

BMKT420 - Integrated Online Marketing (Digital Marketing)
Spring 2023

DATE	TOPIC	READING	DUE
DIGITAL FOUNDATIONS			
24-Jan	Course Introduction + Digital Marketing Overview	Syllabus	
RESEARCH AND STRATEGY			
31-Jan	Design Thinking + User Experience	D2L Posted Readings	Quiz 1
7-Feb	Customer Journey + Digital Strategy + Exercise 1 Intro	D2L Posted Readings	Quiz 2
DIGITAL MARKETING CHANNELS			
14-Feb	Search Engine Optimization (SEO)	TADM: Chapters 1 and 2	Quiz 3
21-Feb	Guest Speaker	TBD	Exercise 1
28-Feb	Google Ads / PPC + Exercise 2 Intro	TADM: Chapter 3	Quiz 4
7-Mar	Digital Monetization	TADM: Chapter 4 D2L Posted Readings	Quiz 5
14-Mar	SPRING BREAK		
21-Mar	Email Marketing	TADM: Chapter 5	Quiz 6
28-Mar	Referral + Social Media	TADM: Chapters 6 and 7	Quiz 7 Exercise 2
4-Apr	Mobile Marketing	TADM: Chapter 8	Quiz 8
ANALYTICS			
11-Apr	Introduction to Web Analytics + Exercise 3 Intro	TADM: Chapter 9	Quiz 9
STRATEGY + EXECUTION			
18-Apr	Intro to Web Design + Final Project Intro	D2L Posted Readings	Quiz 10 Exercise 3
25-Apr	Strategy and Planning	TADM: Chapter 10	Quiz 11
2-May	Future of Digital Marketing + Ethical Considerations	D2L Posted Readings	Quiz 12
Final Week	Website Presentations		Final Project