



BMKT 420: INTEGRATED ONLINE MARKETING – SPRING 2023
Tuesdays 4:30pm – 6:45pm JABS 311

CONTACT INFO

Kristy Young

Office Hours: by appointment (in person or web)

Email: kristy.young1@montana.edu

PREREQUISITES

BMKT 325 or BUS 341

MATERIALS



- The Art of Digital Marketing, Dodson
- Articles, cases, and videos posted to D2L

COURSE DESCRIPTION

It hasn't been that many years ago that digital marketing was merely an added channel and alternative means to market. In recent years, however, it has emerged as an integral part of both our personal lives and how we do business. Never more than today, it is not enough to have a web presence – a business must have an integrated digital marketing strategy. Likewise, a graduate with a business degree must understand the workings of this strategy and how to measure its success.

This course is designed to give you a fundamental understanding of digital marketing and online analytics. Through lecture, reading, and hands-on experience, we will explore user design, basic site development, email marketing, mobile engagement, social and paid media, search engine optimization (SEO), and analytics.

LEARNING OBJECTIVES

- Employ a user-centric focus to drive successful online marketing strategies and campaigns.
- Extrapolate Search Engine Optimization (SEO) keywords, link building, and identifying influential sites / sources to support efforts.
- Recognize the importance of social media campaigns and how to reach target market's preferred outlets
- Explore paid advertising platforms and opportunities to target markets to gain an understanding of costs, ROI, and which platforms make sense based on the specific business model.
- Analyze real data to understand key metrics, validate campaign hypothesis, and formulate data-driven decisions
- Examine and employ data from multiple sources and translate into actionable information to create insights and appropriately adapt campaigns

Additionally, the JJCBE Learning Goals will be incorporated into assignments and discussions.

- **Knowledge of Business:** Students will be immersed in aspects of marketing and engaging in successful business practices;
- **Critical Thinking:** Students will learn to effectively assimilate and evaluate information to solve business problems;
- **Quantitative Reasoning:** Students will be able effectively to use sound quantitative reasoning to analyze business problems;
- **Effective Written Communication:** Students will be able to develop and organize ideas; adopt an appropriate tone; employ correct grammar, sentence structure and mechanics; use appropriate vocabulary; and correctly cite sources for facts, quotations and ideas
- **Effective Oral Communication:** Students will be able to develop and organize ideas; successfully employ technology in support of a message; speak extemporaneously with minimal hesitations and fillers; adopt an appropriate tone; use appropriate vocabulary; employ correct grammar and sentence structure; and manage presentation pacing and timing effectively
- **Ethical Decision Making and Social Responsibility:** Students will recognize the ethical and societal implications of proposed actions; employ decision-making tools to evaluate the ethical and societal effects of a variety of options; and make sound decisions in accordance with the analysis and evaluation of options

GRADING

You will be assigned reading from the text and articles which you will be quizzed upon. Not preparing for class will show in the discussions in front of your peers and in your grade. Additionally, you will complete "practical" exercises that will be assessed based upon your ability to translate concepts learned in class into actual digital strategies.

Your final grade will be determined by your understanding of the course materials, engaged participation, and ability to creatively apply the concepts in real world scenarios via exercises and the final project.

Grades will be determined by the following breakdown:

- 1) **Engagement: 20%** (200 points)
Engagement will be measured by attendance, **participation in discussions, in-class activities**, and other means as dictated by learning environment.
- 2) **Practical Exercises: 35%** (2 @ 150 points each and one at 50 points = 350)
There will be 3 short projects that will give you the opportunity to apply what you've learned utilizing a digital marketing practicum. Details and grading requirements will be provided in-class.
- 3) **Reading Quiz: 20%** (200 points: 10 @ 20 points each)
Your reading completion and comprehension will be assessed via a weekly D2L quiz that will be due PRIOR to each class. There will be a total of 12 quizzes with the lowest two grades being dropped.
- 4) **Final Project: 25%** (250 points)
Your final submission for this class will be to build a website based on Design Thinking, understanding your audience, the fundamentals of digital strategy, and knowledge of your subject matter. You will present your site via written and oral presentation. Details and grading requirements will be provided in-class.

All grades will be posted using the Brightspace (D2L) website. Your final grade for the course will be determined based on the following distribution of total percentage points earned out of the 1000 points offered:

A	93%	C	73%
A-	90%	C-	70%
B+	87%	D+	67%
B	83%	D	63%
B-	80%	D-	60%
C+	77%	F	< 60%

Assignments will be graded and posted to D2L in a timely manner. If you believe an error has been made in grading or in recording an assignment, please email or talk to me in class within one week of the grade being posted. **Please do not wait until the end of the semester to ask questions.** I am human – it is possible that I make mistakes. It is your right to understand why I assigned a specific grade and also your obligation to ensure you understand the content enough to move forward.

To help put assessment into perspective; a C grade means you are meeting general expectations, a B grade means you're above basic expectations, and an A indicates you are exceeding expectations for the course. I have an obligation to each of you to grade fairly based on my judgement of your completion of the work assigned and your comprehension of assignments. My obligation extends to each of you and I will not assign a grade not earned.

If you have any concerns about your grade during the course of the semester, please communicate with me. I will gladly discuss your concerns and propose a plan of action to improve your class performance. If I don't hear from you, I will assume that you have no concerns. It is my highest priority that you succeed, so please reach out to me with questions, concerns, anything you perceive as an obstacle to your success.

PHYLOSOPHY & EXPECTATIONS

Digital is dynamic, exciting, and a lot of fun to learn about. Things change on a daily basis. I know that some of you have had jobs or interests that have exposed you to some of the concepts we'll discuss in class. I believe we can all learn from each other, and I am interested in hearing your perspective, especially if you can add to the learning experience. If you're not versed in the digital arena, don't worry! We are going to cover the basics and you'll leave with a solid foundation to build upon.

My teaching philosophy is to utilize relevant articles, videos, cases, textbook, technical tools, and my real-life professional experiences to create the best framework possible to prepare and inspire you to be a successful marketer. I may invite guest speakers from my network of professionals to give you additional perspectives. I also rely on our learning “community” (YOU) to contribute and enhance this content. This means I will create an environment for in-class discussions and I expect engagement from you. Everyone has something to contribute that can enable expansion of the concepts and deepen comprehension of how to apply them. Conversely, you have a question about something – it’s likely others do too so please ask!

Other expectations to improve your learning experience:

- ☐ **Class attendance is mandatory;** it is impossible to “make up” many of the activities we will do and your engagement in class is critical to your success. With a once-a-week session, missing one class period is equivalent to missing an entire week of class.
- ☐ Health-Related Absences - Please evaluate your own health status regularly and refrain from attending class and other on-campus events if you are ill. You are encouraged to seek appropriate medical attention for treatment of illness. In the event of contagious illness, please do not come to class or to campus. Instead notify me by email about your absence as soon as practical.
- ☐ Be Prepared. It is not enough to merely attend; **it is expected that you have completed reading assignments prior to class time and are able to contribute to meaningful discussion.**
- ☐ Bring the tools you need. For this class, you need a laptop or other connected device. Your mobile phone will be great for exploring user experiences but not for creating design or exploring large amounts of data. Please see me if you are unable to bring a laptop or suitable platform.

EMAIL

I will be using YOUR OFFICIAL MSU address via D2L for all class correspondence. The best way to reach me is my MSU email address (on the front page of this document); please allow 24 hours for a response from me. If I do not respond to you within 48 hours, please resend your email as a reminder.

D2L / BRIGHTSPACE

It is expected that you will check D2L regularly as I will post readings and announcements. Some of these may be posted at the last minute if something relevant has occurred in the news that I believe to be a good addition to our curriculum. You will also turn in assignments to D2L. If at any time you have difficulties with D2L, please contact Information Technology at 406-994-1777

INTELLECTUAL PROPERTY RIGHTS

This syllabus, course lectures and presentations, and any course materials provided throughout this term are protected by U.S. copyright laws. Students enrolled in the course may use them for their own research and educational purposes. However, reproducing, selling, or otherwise distributing these materials, including providing materials to commercial platforms, without written permission of the copyright owner is expressly prohibited. Doing so may constitute a violation of U.S. copyright law as well as MSU's Code of Student Conduct.

ACADEMIC INTEGRITY

All students are expected to abide by the Student Conduct Code and Academic Integrity. Guidelines are available at http://www.montana.edu/policy/student_conduct/. Plagiarism is an act of academic misconduct, which carries with it consequences including but not limited to receiving a course grade of "F" and a report to the Office of the Dean of Students.

DIVERSITY EQUALITY INCLUSIVITY

MSU is committed to providing an environment that emphasizes the dignity and worth of every member of its community and that is free from harassment and discrimination. Should you encounter any discrimination, please report it to the Director to MSU's Office of Institutional Equity at discrimination@montana.edu.

Further, Jabs is dedicated to equity, diversity, and inclusion. We encourage all students to visit the JEDI (Jabs Equity, Diversity & Inclusion) homepage to learn more about what our college is committed to and upcoming events and trainings: <https://www.montana.edu/business/diversity/>

ACCOMODATIONS FOR DISABILITIES

If you are a student with a disability and wish to use your approved accommodations for this course, contact me to discuss. Please have your Accommodation Notification available for verification of accommodations. Accommodations are approved through the Office of Disability Services located in 137 Romney Hall. www.montana.edu/disabilityservices.

PRIDE: The students of the MSU College of Business proudly commit to the following Student PRIDE Code of Excellence:

Performance: I am accountable for and take pride in my own learning and conduct.

Respect: I treat with respect all members of my community, including peers, staff and faculty.

Integrity: I am ethical in all that I do.

Diligence: I do my best work at all times.

Engagement: I am actively engaged in my academic, professional and personal development.