

MGT 4311 DIGITAL MARKETING

Scheller College of Business
Georgia Institute of Technology

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COURSE DESCRIPTION

Digital Marketing has evolved from traditional marketing channels (radio, print, television, etc.) to include the online/internet channel and has grown significantly over the past ten years. The pace of new technology development and the ways consumers are interacting with various technologies has also been growing rapidly. Marketing executives are faced with new challenges to determine creative, cost-effective ways to create brand awareness, engage their audience, and establish strong brand reputations. Social media and mobile have established new positions in the marketing arsenal alongside more mature online components such as email and search advertising. Assembling the right mix of tactics to support an organization's overarching marketing strategy while also maximizing efforts through integrated marketing communications poses great opportunities and challenges for large and small businesses alike.

Understanding the various components of the online marketing channel at a high level is a prerequisite for leveraging these tactics effectively in an applied environment. This course will explore elements including:

- Digital marketing strategy
- Online brand building/storytelling
- Social media marketing
- Online lead generation
- Mobile marketing
- Digital thought leadership

In addition to providing exposure to the tactical components of the online marketing channel, this course will also impart practical knowledge through real-world case examples and presentations from industry practitioners. Much like the field of digital marketing, this course is intended to be interactive with a healthy level of class participation and Q&A.

LEARNING OBJECTIVES

The primary goals of this course are to provide awareness of the various marketing strategies and tactics available within the digital channel and an understanding of how they can be applied to achieve strategic business objectives. This course has been designed to be an active learning experience that strikes a balance between providing established frameworks and factual information while also exploring innovative, creative solutions that do not necessarily have a "right" answer or method. The purpose of this approach is to engage you in a way that builds upon your learning in a practical manner that can be applied in real-world business situations.

After taking this course, students should be able to:

- Explain the major components of a digital marketing strategy.
- Understand the implications of using digital tactics to accomplish various business goals and objectives for both B2B and B2C organizations.

- Identify the components of each digital marketing tactic and be able to explain how they function within the broader context of marketing.
- Recognize various digital marketing organizations, news sources, industry thought leaders, and networking channels.
- Differentiate between the many disciplines/roles within the digital marketing field, both within the agency model and the traditional organization model

TEXTBOOKS/READINGS

- Required: The Harvard Business Publishing course-pack associated with this course can be accessed via the link provided on the course canvas site.
- Required: eMarketing: The Essential Guide to Digital Marketing, Rob Stokes (7th Ed.), <https://www.redandyellow.co.za/textbook/> (this book is free to download as a pdf file after you enter your information on the publisher's website).
- Note, chapter 7 (from week 8) requires you to refer to an earlier edition of the book. A link to this chapter is provided under the corresponding course module on Canvas.

COMMUNICATION

Instructor Communication: All communication from your instructor will take place in Canvas. You are expected to check Canvas every day for important course-related information. However, by following the instructions provided in the course, you can also ensure that you do not miss important instructions, announcements, etc. by adjusting your account settings to receive important information directly to your email account or cell phone.

Office Hours. Live office hours will be conducted every week via Zoom. These sessions will be an opportunity for the instructor to respond to questions related to course content and logistics. All sessions will be recorded and archived if you are unable to attend or wish to reference them later. The recording links are posted to the 'Media Gallery' page in Canvas. It can be accessed by selecting Media Gallery from the left side navigation in Canvas. If no pertinent questions are asked during a weekly office hours session, there may be no recording posted.

Student Effort

Students are expected to devote 8-10 hours per week to complete the course requirements. This guideline encompasses all class activities, including reading the textbook and supplementary resources, watching lesson videos, participating in office hours and forum discussions, completing homework assignments, and studying for exams. Of course, students can spend as much time as necessary, but it is important to be careful not to fall behind.

GRADING

Grades will be assigned on the following basis:

• Exams (3 @ 20% each):	60%
• Digital strategy project presentation (Group):	15%
• Current developments in digital marketing (group):	5 %
• Attendance and other assignments:	10%
• Group peer evaluations (2 x 5%):	<u>10%</u>
Total	100%

Grades will be strictly assigned according to the grading scale below and will be based on the final scores earned at the end of the semester.

- 90-100%: A
- 80-89.9 %: B
- 70-79.9 %: C
- 60-69.9 %: D
- Below 60%: F

The following grading scale will be used in the course. There is no curving of the final grades

- 90-100%: A
- 80-89.9 %: B
- 70-79.9 %: C
- 60-69.9 %: D
- below 60%: F

GRADING POLICY

Grading is performed weekly by the professor and TA's. The target completion day for grading assignments is the end of each week (Friday) with grades posted and released on canvas by the Sunday after an assignment's due date. In some instances, a holiday or other conflict may delay grading by a day or two.

REGRADING POLICY:

If you believe that there is a factual justification for a request for a regrade of any assignment, you must submit the request in writing **within a week of that assignment's grade posting**. Your request for regrade should include the following:

- 1) Name of assignment
- 2) A brief statement explaining why you think your assignment should be regraded and point to one or more specific factual items in the submitted assignment that you believe require a TA to regrade the assignment. Regrades may take some additional time so please be patient regarding this. Note that **a regrade could result in a lower grade** in some instances if additional errors are discovered in the assignment already graded.

CLASS PARTICIPATION & ATTENDANCE

Per university policy, you are expected to attend each class session. Attendance will be taken on the days scheduled for group work, case discussions, and the group presentation days (either on a current development topic or the final presentation). In order to get credit for attendance, you must be present

in class for the entire duration and with your camera turned on. If I call on you to respond to a question and you either do not respond, or have no idea what I am talking about, it indicates that you were not really present in the class and will be marked absent. I will permit at least 2 drops of these attendance grades without impacting your final grades. These attendance grade drops are intended to be used to cover university mandated absences or personal illness or emergencies. Please do not ask for additional excused absences if you simply miss class and then need additional days for work, university, or health related reasons. As you know, you'll get out of this learning experience what you put into it. Note that I require all students turn on their cameras when speaking with me or during any class discussions.

There are two assignments that need to be completed early in the semester and will also contribute towards the attendance grades: 1) personal information sheet (due at the start of the second day of class) 2) Honorlock Onboarding Quiz—to be completed by the due date. While there are no grades associated with these two items, failure to complete them will result in corresponding absences under the attendance category.

CASE STUDIES

A total of three (3) cases will be discussed throughout the semester to provide an opportunity to read about real-world digital marketing scenarios and to analyze the associated business challenges and solutions.

EXAMS

There will be three exams during the semester to ensure the material assigned from the book and covered from the lectures is assessed. The exams are not cumulative, i.e. exam #2 will cover only the material presented after exam #1, and exam #3 will cover only the material presented after exam #2. Exam questions will be derived from the assigned text, PowerPoint presentations, and in-class discussions. You are encouraged to look at the lecture notes associated with the PowerPoint slides as they will help you review the material covered. Refer to Canvas for details on exam administration and expected behavior during the exam.

DIGITAL MARKETING PLAN

To facilitate practical application of the material covered in this course, you will work in small groups of approximately 3-4 students to develop a specific a digital marketing plan. I will provide instructions along with an outline that defines the project direction as well as deliverables. You will collaborate with your group to build out the strategies, tactics, and implementation plan.

Each team is responsible for submitting and making a final presentation of the project by following the three milestone instructions which will help you complete the project. My grading of your submission and presentation will be a function of the overall quality and content of the presentation and presentation slides (content, comprehensiveness of strategy proposed, structure, aesthetics, insights, logic, creativity, and grammar). Additional information regarding the project specifics will be provided when teams are assigned)

PEER EVALUATIONS

Each student will complete two peer evaluations to rate their peers (and themselves) on a scale of 0 – 10 on 5 specific criteria (a copy of this peer evaluation sheet is available on canvas in the project folder). These evaluations need to be completed and turned in on canvas using the appropriate

submission link. You must evaluate yourself and each group member. An average group evaluation score less than 90% of the possible score is a signal to me that you may not be pulling your weight in the group work. This will result in a meeting both with the group as well as with the individual student. A final peer evaluation also in a lower range (less than 90%) will result in a corresponding reduction in all group work grades (current Issues and in digital marketing and digital marketing plan) below as specified under **group evaluations**.

Current Issues in Digital Marketing

Each group will also be responsible for presenting a summary of a current development related to the topic assigned to their group. The current development in the assigned topic must be supported by an article or news report (from the popular press) that should be submitted along with the presentation summary. Detailed assignment instructions will be provided

OFFICIAL COURSE COMMUNICATIONS

Canvas email and course announcements will be used to post information related to the course and any class changes. Communications will be sent to the Georgia Tech student email (that ends in @gatech.edu) that is assigned to you by the Institute. Ensure you have the Georgia Tech email account active to receive and regularly read messages written to that address. If you do not use your Georgia Tech email address, have your GT email forwarded to an account that you check several times each day and make sure it is not filtered as spam.

Academic Honor Code

Georgia Tech has an Honor Code that engages both faculty and students in a pact that they will maintain and uphold the integrity of the academic process. Students in this class are expected to adhere to the Georgia Tech Honor Code.

Georgia Tech Honor Code requires that every instance of academic misconduct be reported to the Office of Student Integrity (OSI). This reporting is required even if a resolution or sanction has been agreed upon by the professor and student without a hearing with OSI. Please always keep this reporting requirement in mind.

RECORDINGS OF CLASS SESSIONS AND REQUIRED PERMISSIONS

Class recordings, lectures, and other classroom presentations presented through video conferencing and other materials posted on Canvas are for the sole purpose of educating the students enrolled in the course. **Students may not record or share recordings**, including screen capturing, unless the instructor states so or individual permission is obtained. Exams and tests may require students to engage the video camera, but those recordings will not be shared with or disclosed to others without consent unless legally permitted.

For classes where participation is voluntary, students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded.

- ❖ For classes requiring class participation, if students are identifiable by their names, facial images, voices, and/ or comments, written consent must be obtained before sharing the recording with persons outside of students in the class.

STUDENT HONOR CODE

You are responsible for completing your own work.

All OMS Analytics degree students are expected and required to abide by the *letter* and the *spirit* of the <https://osi.gatech.edu/students/honor-code>. I will also abide by these honor codes. I am very serious about this expectation because ethical behavior is extremely important in all facets of life. Be sure to review the Georgia Tech Honor Code. Any student suspected of behavior in violation of the Georgia Tech Honor Code including plagiarism will be referred to Georgia Tech's Office of Student Integrity.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services at (404) 894-2563 or their [website](#), to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible to set up a time to discuss your learning needs.