



Welcome to Digital Marketing - MGT-4311

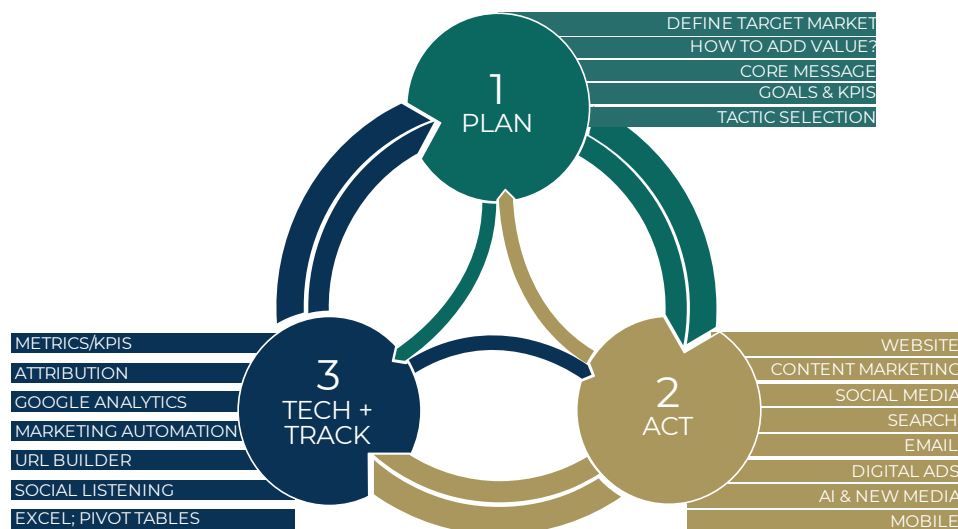
Instructor:	How to Get in Touch:	Office Hours:
Emily Edwards	eedwards32@gatech.edu	<ul style="list-style-type: none"> Thursdays, 2-3pm, and by appointment Office: Scheller 431 Office hours Zoom
Our class meets Tues/Thurs @ 12:30-1:45pm in Scheller 103		

What is Digital Marketing?

We live in an increasingly digital world. On average, US consumers **spend 7 hours and 46 minutes per day consuming digital media**¹.

In this environment, it is essential for marketers to leverage digital tools to connect with, engage, and ultimately convert consumers. This course is structured to develop your thinking as a digital marketing professional while offering hands-on experience with assignments and exercises reflective of industry best practices.

Throughout this course, we will follow the strategic digital marketing process, exploring how organizations plan, implement, and measure digital marketing initiatives. We will examine the purpose, principles, and application of key current tactics, including website development and traffic analysis, content creation and distribution, paid and organic social media marketing, search engine optimization, paid search, email marketing and marketing automation, and many others. Below is an outline of the topics we will cover:



1. Insider Intelligence / eMarketer US Time Spent with Media Report 2024



What You Will Learn in This Course

My goal in this course is to prepare you to **succeed as a Digital Marketing Coordinator**. At the end of this course, you will be equipped to:

1. **Critically-Assess Strategic Fit:** Ask critical questions to align a company's digital marketing initiatives with its overarching strategic goals.
2. **Communicate With Authority:** Engage confidently with industry professionals by becoming fluent in digital marketing terminology.
3. **Create Impactful Website Content:** Develop valuable content and implement best practices for non-technical UX/UI website design.
4. **Use Integrated Digital Tactics to Drive Website Traffic:** Leverage digital marketing tactics such as email, social media (organic and paid), display ads, and mobile marketing to drive traffic to a website.
5. **Develop a Test-And-Learn Mentality:** Experiment with and refine traffic-generation tactics, fostering a test-and-learn approach with A/B testing.
6. **Analyze Performance:** Measure and assess the success of digital campaigns using tools like UTM-tagged links, Google Analytics, and other software to track key performance indicators (KPIs).
7. **Optimize Search Performance:** Improve search rankings with search engine optimization (SEO) techniques and paid search (PPC) campaign enhancements.
8. **Conduct Social Listening:** Monitor and analyze consumer chatter to derive insights about brands, categories, and consumers.
9. **Navigate Legal and Ethical Boundaries:** Consider legal requirements and ethical implications in the use of digital media and technology.

Materials Used in Course

(Free) Readings and Videos: Readings and videos for this course will be posted to CANVAS and organized by the date of our class meeting (before coming to class on 1/14, for example, please prepare all materials on that class page, which you can access from our Canvas homepage calendar).

(\$15.00) Driving Traffic Paid Advertising Budget: You will invest a small amount (\$15.00 per team member) in paid advertising for your driving traffic budget. This investment will provide you with incredible exposure to paid digital ad methods (examples: YouTube pre-roll ads, Google PPC Ads, Facebook or Instagram carousel ads, Snapchat ads, LinkedIn ads, etc.). Your experience with these tools will be a valuable resume-booster and a highly desirable skill for prospective future employers. Your budget cannot be exceeded, and all must be spent (+ or - \$1 total per team).

Personal GMAIL Email: In Digital Marketing, we will use software (Google Ads, Google Analytics, Constant Contact) that works best with GMAIL email accounts. For this purpose, you will need a personal GMAIL account that you regularly check, and that you are willing to share with me and others in the class for in-class exercises. You may either share your existing GMAIL email address or create a new GMAIL account for the purpose of this class.



I will always use official Georgia Tech channels of communication (Canvas, Georgia Tech email) to send announcements for this class.

Mobile Device + Laptop: In class, we will use Mentimeter software (free) which you will access via a mobile device (e.g., your smartphone). You should also bring your laptop to class for regular in-class activities.

Class Format

The format of this class is in-person, and most classes will be recorded.

If you miss a class and wish to view the content of our recorded lecture, you can access that content via CANVAS > MEDIA GALLERY. Please see the attendance policy below to understand the course policy for absences.

Class Schedule

The schedule below is *tentative* – check the homepage calendar on Canvas for up-to-date plans. Exam dates below are *final* – please mark your calendars accordingly.

Class #	Day	Date	Topic	Deliverable
1	Tues	8/19/2025	Introduction to Strategic Digital Marketing	
2	Thurs	8/21/2025	Digital Strategy	
3	Tues	8/26/2025	Strategic Digital Marketing Tools	
4	Thurs	8/28/2025	Content Marketing & Website Design	Self-select your project team
5	Tues	9/2/2025	Websites, Domain Names & Intellectual Property	
6	Thurs	9/4/2025	Google Analytics	
7	Tues	9/9/2025	Google Analytics	
8	Thurs	9/11/2025	Project Workshop	Google Analytics Certification (due Sun @ midnight)
9	Tues	9/16/2025	SEO	
10	Thurs	9/18/2025	SEO	Driving Traffic Link (due Sun @ midnight)
11	Tues	9/23/2025	SEM	
12	Thurs	9/25/2025	SEM	
13	Tues	9/30/2025	Exam Review; Catch Up	
14	Thurs	10/2/2025	Midterm Exam (Remote via Canvas)	
	Tues	10/7/2025	Fall Break - No Class	
15	Thurs	10/9/2025	Organic Social Media	
16	Tues	10/14/2025	Paid Social Media	Google Ads Certification (due Sun @ midnight)
17	Thurs	10/16/2025	Social Media Measurement	
18	Tues	10/21/2025	Project Workshop	
19	Thurs	10/23/2025	Email	Driving Traffic Part 1; Team Feedback #1 (due Sun @ midnight)
20	Tues	10/28/2025	Email & Marketing Automation	
21	Thurs	10/30/2025	Online Ad Ecosystem	



22	Tues	11/4/2025	Guest Speaker	
23	Thurs	11/6/2025	Retailing on Amazon	
24	Tues	11/11/2025	Digital Marketing Networking Event	
25	Thurs	11/13/2025	Mobile: Apps, SMS Text Messaging	
26	Tues	11/18/2025	Wrapping up Your Driving Traffic Project	
27	Thurs	11/20/2025	Final Exam Review Session	
28	Tues	11/25/2025	Final Exam (Remote via Canvas)	
	Thurs	11/27/2025	Thanksgiving Break - No Class	
29	Tues	12/2/2025	Driving Traffic Project Workshop	Driving Traffic Part 2; Team Feedback #2 (due Sun @ midnight)
Final Exam Period: Mon, Dec 8 - 11:20am-2:10pm				Driving Traffic Final Presentations

Course Grading Policy

The following grading scale, with scores rounded to the nearest whole number, will be used in the course: A: 90-100%, B: 80-89%, C: 70-79%, D: 60-69%, F: below 60%

Evaluation

This course has 1,000 points broken down as follows:

%	Points	Deliverable
45%	450	Driving Traffic Project
5%	50	Google Certifications
	25	Google Analytics Certification
	25	Google Ads Certification
30%	300	Exams
	100	Midterm Exam
	200	Cumulative Final Exam
20%	200	Class Attendance, Prep & Contribution
	100	Class Attendance & Contribution
	100	Class Prep (Mini-Deliverables, Discussion Posts)
100%	1,000	Total

Driving Traffic Project: Together with a team you select, you will create a website, connect that site to Google Analytics, then drive traffic to the website using a comprehensive digital marketing plan including both paid and unpaid channels. More details on this project are available on CANVAS > ASSIGNMENTS.

You will have the opportunity to give feedback on team contribution twice in the term (midpoint, end of term). Major discrepancies with contribution will yield lower scores for those who contribute less to team deliverables.



Teams may request to “fire” non-performing team members by emailing me and copying the entire team (including the “fired” team member) by no later than **October 1st**.

Google Certifications: During the course of the semester, you will complete two free certifications through Google – (1) Google Analytics (Google’s web tracking software) and (2) Google Ads (Google’s advertising platform). These certifications are UNBELIEVABLY valuable additions to your resume and will help ensure your mastery of this essential software.

Exams: You will have a midterm and cumulative final exam in this course comprised of a mix of multiple choice and true/false questions. I will post study materials before the midterm and final to help you prepare for these exams. Test questions will come from your reading assignments & articles, as well as our in-class discussions and activities. Both tests will be conducted remotely using Canvas and will be proctored remotely using Georgia Tech’s HonorLock software.

Missed Exams:

- I do not give make-up exams or offer exams at alternative times due to schedule conflicts, illness, travel, or other reasons. I will not offer any early exams or quizzes (please do not ask).
- If you are unable to take the midterm exam at the assigned time due to emergency, illness, travel, or other personal reason, your cumulative final exam grade will count for the missed midterm grade. In these cases, I ask that you notify me at least 1 hour before the start of the exam. *If you contact me <1 hour before the start of the exam, I may use your final grade to calculate your missed midterm grade, but with a point penalty of 10-25%.*
- If you miss the final exam, I will figure out a way to calculate your grade without the final (e.g., *calculating your final exam grade from your midterm grade reduced by a 25%-50% penalty*). If you miss the final due to a true emergency, please let me know, and we will discuss that on a case-by-case basis.

Class Attendance & Contribution:

Coming to class prepared, and ready to engage is a requirement for success in MGT-4311 (Digital Marketing).

Attendance: I expect all students to regularly attend class, but I also understand that circumstances arise that require absences. If you are absent, **you do not need to email me**, but rather, watch the class lecture video posted to Canvas > Media Gallery to catch up on any notes and concepts missed. You should also connect with your driving traffic project team to make them aware of your absence, and to contribute remotely to any team project work that you miss that day.



All absences are equal (there are not “excused” or “unexcused” absences), with the exception of required Georgia Tech athletic events. All students can miss 3 classes without penalty.

We will use online polling software (called Mentimeter) to keep our class sessions engaging, and to assess your familiarity with the prep materials.

Quality of Contributions: Your contribution is an essential part of our collective learning in this course. Here are the considerations I use in evaluating the quality of your contributions:

- Frequent, meaningful contribution to class discussions. These contributions can be questions or comments that truly advance the group discussion and learning.
- Preparation.
- Polite and professional interaction with me, guests, clients, and classmates.

Class Prep: In this class, you will complete small “class prep” tasks each week before coming to class – class prep tasks include (1) readings, (2) videos, (3) small research tasks that give you hand’s on experience using digital marketing tools, and (4) Canvas discussion posts.

To allow for greater flexibility (and because we are all human!), your lowest class prep assignment grade is dropped.

Class Technology Policy

Technology is integrated into this course in a manner that reflects professional norms in the modern workplace. I expect you to engage with digital tools in service of our shared academic objectives and to refrain from any use that is off-task, distracting, or misaligned with the learning environment. A guiding principle: *Would this be appropriate behavior in a meeting with your future employer?*

At designated times, class will operate under a **technology-free protocol**, during which laptops, tablets, and mobile devices must be stowed. This is a deliberate, research-supported approach to enhance focus, critical thinking, and information retention - drawn from both pedagogical evidence and my decade+ of instructional experience.

In other modules, the use of technology will be integral to active learning. Examples of appropriate and expected use include:

- Participating in live polls (e.g., Mentimeter)
- Completing digital exercises (e.g., Google Analytics tasks)



- Collaborating on your team’s website for the Driving Traffic project

Misuse of technology—including off-topic browsing, failure to disengage from devices when requested, or any activity that detracts from the class learning environment—will negatively impact your **course contribution grade**.

Use of AI (Artificial Intelligence) in This Course

In this course, we will discuss and practice using Artificial Intelligence in a way that mimics how industry professionals use AI for efficiency gains in digital marketing. For example: we will use AI to generate digital ad headline iterations; we will use AI to analyze social listening data. In this way, I hope you gain a realistic perspective of the advantages and drawbacks of leveraging AI in the realm of digital marketing.

If you use AI to complete your class assignments, I ask you to:

- Upload a copy of the “chat” you used as a separate Word or PDF document alongside the final deliverable that you submit to Canvas.
- Use AI only for refinement and efficiency tasks – not as a substitute for critical thinking and analysis. Using AI to “give you answers” does you a disservice in your career-readiness. Those who simply plug the assignment questions in to AI and ask the AI to “give you the answers” will receive point penalties on your assignments in this class.

Late Assignments:

No points will be given for late “class prep” assignments as there are already policies in place that give you flexibility with these deliverables.

However, you may submit deliverables for your driving traffic project or Google certifications late. Grades on late assignments will be reduced by 10% of the full assignment points for each day an assignment is late. Late days are counted starting from the due date and time (an assignment 2 hours late is one day late; an assignment 26 hours late is 2 days late, etc.). All days, including weekends and holidays, count. Please double check that your assignments are successfully uploaded (save the “upload successful” receipt).

Other Relevant University Policies

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. [Review Georgia Tech’s Honor Code](#) and the [student Code of Conduct](#).



Any student suspected of cheating or plagiarizing on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Accommodation for Students with Disabilities

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

Collaboration & Group Work

In Digital Marketing, you will work together in groups on your Driving Traffic project. For any individual assignments, including individual class prep items and your exams, I ask that you complete your tasks individually without outside assistance.

Inclement Weather and Digital Learning Days

If a weather-related event affects campus operations, we will still plan to meet given that our class is a digital format and we meet via zoom.

Student-Faculty Expectations Agreement

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. The Student-Faculty Expectations articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

Undergraduate Student Academic Success Resources: A list of resources for undergraduate students' academic success and information about advising can be found at Success at Tech.

1:1 Tutoring: Students looking for additional assistance outside of the classroom are advised to consider working with a peer tutor through Knack. Georgia Institute of Technology has partnered with Knack to provide students with access to verified peer tutors who have previously aced this course. To view available tutors, visit gatech.joinknack.com and sign in with your student account.

Student Well-Being:

At Georgia Tech, we are concerned about your overall physical, social, and mental well-being. A comprehensive list of wellness related resources has been compiled and maintained by the Office of the Vice President for Student Engagement and Well-being (student-resource-guide (gatech.edu))