



Welcome to Digital Marketing - MGT-6311

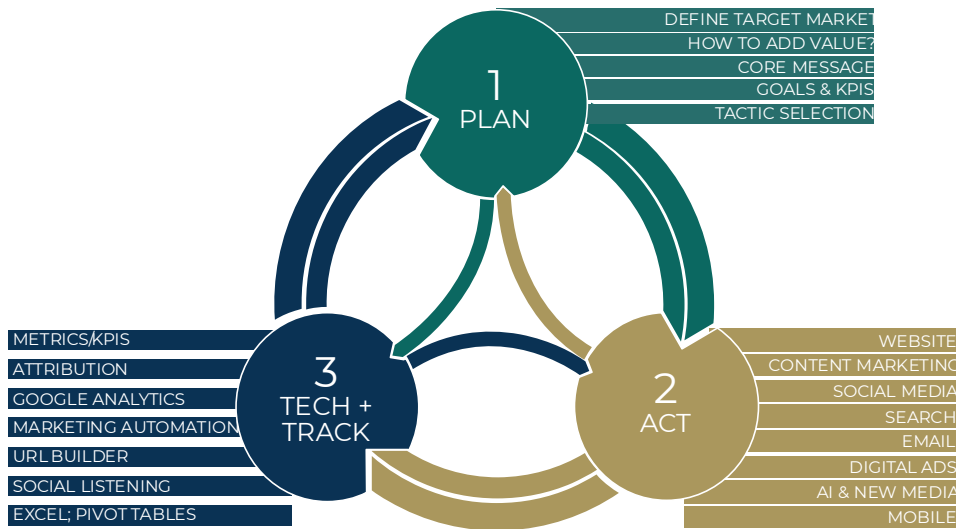
Instructor:	How to Get in Touch:	Office Hours:
Emily Edwards	eedwards32@gatech.edu	<ul style="list-style-type: none"> Mondays, 2-3pm, and by appointment Office: Scheller 431 Office hours Zoom
Our class meets Mon/Wed @ 12:30-1:45pm in Scheller 201		

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, 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 2025



What You Will Learn in This Course

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

1. **Align Digital Tactics with Company Strategy:** 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 Digital 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.
10. **Understand AI's Role in Modern Digital Marketing:** You will leave this course able to articulate how AI and other emerging technologies are impacting each element of the digital marketing mix.

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.

(\$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.



FYI: I will always use official Georgia Tech channels of communication (Canvas, Georgia Tech email) to send announcements for this class. Gmail will be used for software access and class exercises only.

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 Schedule

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

Class #	Day	Date	Topic	Project Deliverable	Quiz	Class Preps
1	Mon	1/12	Intro to Strategic Digital Marketing			Class Prep 1
2	Wed	1/14	Digital Strategy			Class Prep 2
	Mon	1/19	MLK Day - No Class			
3	Wed	1/21	Strategic Digital Marketing Tools	Form Your Team		Class Prep 3
4	Mon	1/26	Content & Website Design			
5	Wed	1/28	Websites, Domains & IP		Quiz 1	
6	Mon	2/2	Google Analytics			Class Prep 4
7	Wed	2/4	Google Analytics			Class Prep 5
8	Mon	2/9	SEO			
9	Wed	2/11	SEO		Quiz 2	
10	Mon	2/16	Project Workshop			
11	Wed	2/18	Guest Speaker	Status Report 1		Class Prep 6
12	Mon	2/23	SEM			
13	Wed	2/25	SEM		Quiz 3	Class Prep 7
14	Mon	3/2	Organic Social Media			
15	Wed	3/4	Paid Social Media			
16	Mon	3/9	Social Media Measurement			Class prep 8
17	Wed	3/11	Email		Quiz 4	
18	Mon	3/16	Email & Marketing Automation			Class Prep 9
19	Wed	3/18	Project Workshop	Status Report 2 Team Feedback #1		
	Mon	3/23	Spring Break - No Class			
	Wed	3/25	Spring Break - No Class			
20	Mon	3/30	Guest Speaker			
21	Wed	4/1	Online Ad Ecosystem		Quiz 5	
22	Mon	4/6	Mobile: Apps, Text Messaging			
23	Wed	4/8	Project Workshop			
24	Mon	4/13	Retailing on Amazon			
25	Wed	4/15	Emerging Media & AI		Quiz 6	
26	Mon	4/20	Digital Marketing Networking Event			Class Prep 10
27	Wed	4/22	Ethical Dilemmas			Class Prep 11
28	Mon	4/27	Project Workshop			
Final Exam Time Period		5/6	11:20-2:10pm	Final Project Report & Presentations Team Feedback #2		Class Prep 12



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.

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
35%	350	Quizzes (Pick 5 of 6; Lowest Automatically Drops)
20%	200	Class Attendance, Prep & Contribution
	100	Class Attendance & Contribution (Lowest 3 Days Drop Automatically)
	100	Class Prep (Mini-Deliverables, Discussion Posts) (Lowest 2 Drop Automatically)
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 **30 days after the start of the semester**.

Quizzes: Research shows that we retain what we recall. The quizzes in this course are designed to encourage you to recall what you are learning, with the hope that it solidifies your understanding of course concepts. I designed the quiz policy with strong flexibility, so every student should be able to choose the quizzes you believe are most beneficial to achieving your professional aspirations given within the parameters of your busy schedules.



There are 6 quizzes / digital marketing certifications in this course – you will pick 5 of the 6 to complete. You may also complete all 6 quizzes, and your 1 lowest quiz grade will be dropped.

- Quiz 1 – Strategy, Strategic Tools, Content Marketing, Websites
- Quiz 2 – Google Analytics Certification (includes a 5% bonus)
- Quiz 3 – Google Analytics, SEO, SEM
- Quiz 4 – Google Ads Certification (includes a 5% bonus)
- Quiz 5 – Social Media, Email, Online Ad Ecosystem
- Quiz 6 – Cumulative

Quizzes 1, 3, 5, and 6 are online Canvas quizzes administered using HonorLock proctoring software to maintain the integrity of our test-taking environment. These quizzes are closed-book, closed-note, individual exercises, and it is an Honor Code violation to reproduce any or part of these materials. Please note that these Canvas quizzes will “open” 48 hours before the specified deadline in Canvas. Please refer to the study guides on Canvas for detailed instructions.

Quizzes 2 and 4 are free online certifications administered through Google’s online learning system. These certifications come with a “badge” and certification credential that you may post to LinkedIn to externally signal your digital marketing skills for the benefit of current or future employers. These certifications are open note, un-proctored, individual exercises, and you can take the certification exams multiple times (though only once in a 24-hour period). You will complete these certifications directly through Google’s online learning site. At the end of your certification exam, please take a screenshot of your final percent score, and post that score screenshot to Canvas. Because these certifications are more comprehensive and in-depth (expect to study / watch the associated prep materials for approximately 4 hours), and because I know these certifications are VERY valuable (both for learning and external signaling), if you post your credential to LinkedIn, you will receive a 5% bonus on your score.

Missed Quizzes: I do not give make-up quizzes or offer deadline extensions due to schedule conflicts, illness, travel, or other reasons. I will not offer any early quizzes (please do not ask). Given the flexibility in the quiz policy as stated above, if you miss a quiz, you may simply plan to complete the next quiz in its place. If you miss any quiz, please plan to take the final (cumulative) quiz.

Class Attendance & Contribution:

Coming to class prepared, and ready to engage is a requirement for success in 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 or absence notifications that are sent by the Dean of Students office. 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.
- Include a footnote and/or disclaimer identifying the content as AI-generated in a clear and transparent manner.

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 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 \(gatech.edu\)](#))