



TIFFIN
UNIVERSITY

ONLINE

MKT370 Digital Marketing
(3 credit hours)
Course Syllabus

Course Description

This course explores the evolving influence of social media and digital platforms in marketing, advertising, organizations, and society. Students examine how traditional marketing, advertising, and public relations strategies often fail with digitally empowered consumers. Through theory, practice, and case studies students identify a strategic process for integrating social media into marketing, advertising, public relations and other business operations. Specific strategies for monitoring and engaging will be used while students investigate how to apply digital channels to help meet real business objectives. A series of assignments build upon each other toward a final digital marketing plan report and presentation for a product, service, or organization.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Define and apply the process and strategies for integrating digital into the disciplines of advertising, public relations, marketing and a firm's overall business objectives.
2. Research tactics for engaging consumers in various social media channels.
3. Explore the career opportunities available in the social media-marketing field while assessing the ethical and legal environment in which social media operates.
4. Enhance their skills in analysis, teamwork, and oral communication.

Prerequisites/Corequisites

MKT 151, MKT 253

Required Textbook(s) and Resources

For this course a digital copy of your textbook is included with your DragonACCESS fees. Use the DragonACCESS tool in Moodle to view your book

Hemann, C., & Burbary, K. (2018). *Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech)* (2nd ed.). Que Publishing.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#). You might consider registering for one of the library's many webinars on library research, source evaluation, copyright, and other topics, at the [Library Events - Upcoming Events](#) web page. For further assistance email a librarian, at: library@tiffin.edu.

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Learning Activities

This course is designed to teach you real-world applications for digital marketing and digital marketing analytics. As you progress through the course you will build upon your skills and apply them to the discussions, mini case studies, digital marketing plan phases, and the digital marketing plan presentation. You will test your knowledge and understanding of digital marketing through chapter quizzes in weeks 1 through 5.

You will find that each week you will build upon learned concepts then apply them to the assignments which will culminate into three phases of your digital marketing plan and then the final digital marketing presentation which you will share with your classmates. Digital marketing and the information that marketers can garner from it is a powerful tool. Upon completion of the activities in this course, you will be able to not only apply digital marketing strategies and tactics but also understand the consumer data you obtain and use that information to improve your marketing skills.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Discussions Activity 1.1 (n/a) Activity 1.2 (50)		Discussion Activity 3.1 (50)		Discussion Activity 5.1 (50)		Discussion Activity 7.1 (50)	200
	Mini Case #1 Activity 2.1 (75)		Mini Case #2 Activity 4.1 (75)		Mini Case #3 Activity 6.1 (75)		225
Quiz Activity 1.3 (30)	Quiz Activity 2.2 (30)	Quiz Activity 3.2 (30)	Quiz Activity 4.2 (30)	Quiz Activity 5.2 (30)			150
	Digital Marketing Plan Phase 1 Activity 2.3 (25)		Digital Marketing Plan Phase 2 Activity 4.3 (100)		Digital Marketing Plan Phase 3 Activity 6.2 (200)		325
						Digital Marketing Plan Video Presentation Activity 7.2 (100)	100
80	130	80	205	80	275	150	1000

Grading Scale

Grade	Percentage
A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	<60%

Please see the [Academic Bulletin](#) for grade appeal information.

Course Schedule and Weekly Checklist

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
Start Here	<input type="checkbox"/> MON: Activity 1.1: Driving Force - Initial Post
Week 1: Synergetic Digital Ecosystem Digital Analytics Concepts and Tools	<input type="checkbox"/> WED: Activity 1.1: Driving Force - Secondary Post <input type="checkbox"/> WED: Activity 1.2 Discussion: Digital Marketing and You - Initial Post <input type="checkbox"/> SAT: Activity 1.2 Discussion: Digital Marketing and You - Secondary Post <input type="checkbox"/> SUN: Activity 1.3 Quiz: Chapters 1-3
Week 2: Brand Audience Ecosystem	<input type="checkbox"/> WED: Activity 2.1: Mini Case Study #1 <input type="checkbox"/> SAT: Activity 2.2 Quiz: Chapters 4-6 <input type="checkbox"/> SUN: Activity 2.3: Digital Marketing Plan - Phase 1
Week 3: Return On Investment	<input type="checkbox"/> WED: Activity 3.1 Discussion: Mini Case Study #1 <input type="checkbox"/> SAT: Activity 3.1 Discussion: Mini Case Study #1 <input type="checkbox"/> SUN: Activity 3.1 Discussion: Mini Case Study #1

Digital Influence and Marketing Programs	<input type="checkbox"/> SUN: Activity 3.2 Quiz: Chapters 7-9
Week 4: Improving Customer Service Anticipating a Crisis New Product Launch	<input type="checkbox"/> WED: Activity 4.1: Mini Case Study #2 <input type="checkbox"/> SAT: Activity 4.2 Quiz: Chapters 10-12 <input type="checkbox"/> SUN: Activity 4.3: Digital Marketing Plan - Phase 2
Week 5: Building a Digital Plan and Building Reports Digital and the Future	<input type="checkbox"/> WED: Activity 5.1 Discussion: Mini Case Study #2 <input type="checkbox"/> SAT: Activity 5.1 Discussion: Mini Case Study #2 <input type="checkbox"/> SUN: Activity 5.1 Discussion: Mini Case Study #2 <input type="checkbox"/> SUN: Activity 5.2 Quiz: Chapters 13-15
Week 6: Digital in Business and Society Digital Marketing Plan Due	<input type="checkbox"/> WED: Activity 6.1: Mini Case Study #3 <input type="checkbox"/> SUN: Activity 6.2: Digital Marketing Plan - Phase 3
Week 7: Digital Marketing Plan Presentation Due	<input type="checkbox"/> WED: Activity 7.1 Discussion: Mini Case Study #3 <input type="checkbox"/> THU: Activity 7.2: Digital Marketing Plan Video Presentation <input type="checkbox"/> SAT: Activity 7.1 Discussion: Mini Case Study #3 <input type="checkbox"/> SUN: Activity 7.1 Discussion: Mini Case Study #3

Tips for Success

Successful online learning requires a good deal of self-discipline and self-direction. As seekers of the truth, we should be willing to challenge and review one another's academic work in a spirit of respectful comradery and constructiveness. Your course is a place for you to stretch and grow as you benefit from the expertise, knowledge, experience and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge, understanding and application.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

Your Instructor Will Expect You to:

- Thoroughly review orientation materials (Start Here) within the first 48 hours of the term.
- Monitor your TU email account **daily** for important updates and announcements.
- Take ownership of your learning experience and act in a proactive, self-directed manner. That means:
 - Fully participate in all learning activities.
 - Complete assignments as described in rubrics or other instructions.
 - Submit all work on time and in the specified format (e.g. APA format for citations). Late assignments will be accepted at the discretion of your instructor. Penalties may apply.
 - Utilize and incorporate instructor provided feedback to improve your work.
 - Ask questions so you can better understand course material or assignments.
 - Use the highest standards of intellectual honesty and integrity. For more information, see the TU Library guide: [Digital Literacy: Netiquette and Internet Safety](#).
 - Treat others respectfully and demonstrate "netiquette" (online politeness and respectfulness) at all times. TU celebrates cultural uniqueness and expects all students to be considerate and thoughtful throughout their learning experiences.

You Should Expect Your Instructors to:

- Post an introductory announcement/email at the beginning of each week to provide updates and help you prepare for the week's activities.
- Maintain an active and engaged presence in all course activities and throughout the course.
- Respond to your emailed questions within 48 hours, if not sooner.
- Clearly communicate any absences or expected non-participation due to extenuating circumstances. For example, "I will be traveling to attend a funeral this week and may not be able to respond to questions or participate in forums for a couple of days."
- When grading your work:
 - clearly indicate their grading approach (what they like to see in submitted work as well as what types of errors they tend to penalize more harshly),

- thoroughly review and evaluate your submissions in a timely manner (in less than 5 days for most assignments), and
 - provide constructive feedback that indicates the strengths and weaknesses of your work and provides suggestions on how you can improve your performance on future assignments.
- Advocate for your success as a learner and help guide you toward successful completion of the course activities and most importantly, attainment of the course learning outcomes.

Accommodations

The **Office for Disability Services** supports the institutional commitment to diversity by providing educational opportunities for qualified individuals with disabilities through accessible programs and services in compliance with Section 504 of the Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act (ADA) of 1990.

If you need reasonable accommodations due to a documented disability, contact the Office for Equity, Access, & Opportunity 419.448.3021 or via email at disabilityservices@tiffin.edu.

Additional Resources & Support

For technical support, either email moodlesupport@tiffin.edu or call the 24/7 Technical Support Call Center at 855-664-1200.

If you need to consult an academic advisor refer to TU's [Meet the Team](#) page.

For information about TU's peer tutoring program see the Murphy Center's [Tutoring Policies and Procedures](#) page. Veterans and active military can seek assistance from TU's [Veteran and Military Services Web Page](#).

Comments or Concerns

TU's online programs are designed to be student *driven*: to empower you with a voice and stake in your learning. Our courses feature multiple and varied ways that you can share feedback, and we invite you to become an active voice and help drive our improvement efforts. In addition to providing in-course feedback, we encourage you to submit questions or comments directly to the online team at online@tiffin.edu.