# BMK155 Syllabus

Digital Marketing Tools

Instructor:  Kelly Windsor
[kwindsor@santarosa.edu](mailto:kwindsor@santarosa.edu)
Class meets in Maggini 2711  TTh 12:00-1:30
Office Hours:  TTh 11-12:00 by appointment only
(email me the day before)

Textbook:  none (there may be some online reading)

1.5 Units, Eligible for Business: Marketing Certificate
P/NP only

Welcome to the first-ever class of BMK155, Digital Marketing Tools.  This course is designed to provide you with a basic overview of the major digital marketing tools that a small business owner or entry level marketer would need to know.

Digital marketing is a relatively new field that evolves every single day.  Almost everyone who works in digital marketing  taught themselves on the job.

In recognition of this, we will not be using a textbook, but trying things out for ourselves in class.  You won't learn all the details of how to use every new technology (no single person knows everything anyway) but you'll understand the basics and know where to go for more information.

This will be a team-based, learn-by-doing class. At the beginning of each class, I will introduce the topic and show examples. You and your team will spend the rest of class trying it for yourself.

At the end of the term, you and your group will put the work you did over the eight weeks into a slide show and present to the rest of the class.

As this is a mandatory P/NP course, I hope to keep homework to a minimum.

## Grading
Grades will be based on attendance (10%) in-class group work (70%) and a final exam (20%). To pass the course, you must get at least a 50% on the final

## Class Schedule
As this is a new course, the schedule may change depending on how low it takes us to complete each module.

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|---|---|
| Tuesday Oct 15 | Course Intro, speed dating, pick groups |
| Thursday Oct 17 | Pick project, create Brand Platform |
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| Tuesday Oct 22 | Setting Objectives/KPIs |
| Thursday Oct 24 | SEO, content research, website content plan |
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| Tuesday Oct 29 | Wix basic web site creation (room 2923) |
| Thursday Oct 31 | Wix basic web site creation (room 2923) |
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| Tuesday Nov 5 | Keywords/PPC Advertising |
| Thursday Nov 7 | Google Display Advertising |
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| *Tuesday Nov 12 | Professional Development Day. No Class. |
| Thursday Nov 14 | Facebook/Instagram Display Advertising |
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| Tuesday Nov 19 | Email Marketing |
| Thursday Nov 21 | Landing Pages |
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| Tuesday Nov 26 | Content Marketing |
| *Thursday Nov 28 | Thanksgiving. No Class. |
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| Tuesday Dec 3 | Google Analytics |
| Thursday Dec 5 | Create Presentation |
| | |
| Tuesday Dec 10 | Present! |
| Thursday Dec 12 | Online Final Exam |