

Digital Marketing Tools

Section 449 I, Spring 2021 Course Syllabus

Class files:

<https://drive.google.com/drive/folders/1FiloVCLsFDikpftm9zMHAgtNKtZ69NS-?usp=sharing>

Course Description

This survey course will introduce students to the major types of digital marketing tools and technologies currently in use. Students will learn when and how to apply these tools and technologies to achieve the desired marketing results. As this is a rapidly evolving field, the specifics of tools and technologies will change to reflect current practices.

We all know that marketing has gone through a transformation, and today, digital is the driving force for companies and organizations looking to build their brand. It's a magical thing. Digital marketing is incredibly dynamic, with new opportunities constantly emerging.

As digital marketers, we have a passion for our field. We are excited by the challenge of finding new ways to help organizations achieve their goals with new digital marketing strategies. Our digital marketing strategies incorporate the latest trends in marketing and deliver relevant content on the right channels. This course will get you there!

Student Learning Outcomes

Students will be able to:

1. Set objectives for a digital marketing campaign
2. Create a coherent digital brand and story platform
3. Create and produce online content
4. Use the major types of inbound and outbound digital marketing
5. Create and maintain an ongoing customer relationship
6. Convert customer interest into a desired marketing action
7. Use A/B testing and analytics to analyze and refine campaigns
8. Use data in an ethical and sustainable way
9. Know where to find resources for continued education and certification

[Course Outline of Record](#)

Instructor Contact

Tina Serio

Email: tina@moderndigital.co

[Connect on LinkedIn](#)

Phone: **339-234-0261**

Office Hours: **Online Only**

Mondays & Wednesdays at 10:30am – 11:00am

I respond to emails within 24 hours or less. (48 hours on weekends)

Course Web Site

Students will use [Canvas](#) for assignment instructions, submitting assignments, viewing classmates' work, sharing resources, and viewing grades.

Textbook

None required. There may be some online reading.

Required Software

Zoom is required for this online course.

Important Dates

Day Class Begins: Wednesday, March 31, 2021

Day Class Ends: Wednesday, May 26, 2021

Day/Time of Final Exam: Wednesday, May 26, 2021

9:00 AM - 10:30 AM

Last Day to Add without instructor's approval: Wednesday, March 31, 2021

Last Day to Add with instructor's approval: Monday, April 12, 2021

Last Day to Drop and be eligible for enrollment/course fee refund: Monday, April 5, 2021

Last Day to Drop without a 'W' symbol: Monday, April 12, 2021

Last Day to Drop with a 'W' symbol: Tuesday, May 11, 2021

Last Day to Opt for Pass/No Pass: Wednesday, May 26, 2021

First Census Date: Monday, April 12, 2021

Dropping the Class

If you decide to discontinue this course, it is your responsibility to officially drop it. A student may be dropped from any class when that student's absences exceed ten percent (10%) of the total hours of class time. It is strongly advised that if you need to miss more than one class/homework deadline in a row that you contact the instructor to avoid being dropped from the class.

Attendance

For classes that meet online, students who fail to log on to the first class meeting may be dropped by the instructor.

If you miss a class, it is the student's responsibility to get material from class from a classmate. Students who have 100% attendance at the end of the semester will receive 20 extra points. Students who miss one class during the semester will receive 10 extra points.

Pass-NoPass (P/NP)

You may take this class P/NP. You must decide before the deadline, and add the option online with TLC or file the P/NP form with Admissions and Records. With a grade of C or better, you will get P.

You must file for the P/NP option by May 26, 2021. Once you decide to go for P/NP, you cannot change back to a letter grade. If you are taking this course as part of a certificate program, you can probably still take the class P/NP. Check with a counselor to be sure.

Instructor Announcements and Q&A Forum

The instructor will post announcements on the "Announcements" page in Canvas throughout the semester. Canvas notifies students according to their preferred Notification Preferences. A "Q&A Forum" is also available as a pinned Discussion to ask for assistance from your classmates or of the instructor.

Late Policy

All assignments are due at 11:45 PM PST on the due date. A late submission will receive a 20% penalty. Submissions more than one week late are not accepted without prior arrangement.

Grading Policy

Click the “Grades” link in Canvas to keep track of your grades. I grade once a week and post grades and comments in the Canvas gradebook.

Assignments

- 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 semester into a slide show and present to the rest of the class.

Final Exam

- At the end of the term, you will have a final exam to pull together everything you learned over the semester.

Grading

Grades will be based on attendance, homework, in-class group work (including a presentation), and a final exam. To pass the course, you must get at least a 50% on the final. It is mandatory to attend the last two classes (presentations and final exam).

List of Assignments		
Homework	14 take-home activities based on the day's lesson content. Each assignment will be 5 points each. Must be completed by 11:45 PM Pacific Time the day after class (Tuesday for Monday classes, Thursday for Wednesday classes).	70 points
Participation	Participation in the 16 classes (included presentation prep and presentation days) which are worth 10 points each.	160 points
Attendance	14 lesson attendance which is worth 5 points each class.	70 points
Presentations	Students are grouped together and will put the work you did over the semester into a slideshow and present it to the rest of the class. No late work will be accepted and it is mandatory to attend the presentation day.	100 points
Final Exam	There will be a cumulative final exam at the end of the course. Study your lessons to prepare. The final will be taken from all lessons and discussions covered.	150 points

A = 495 points or greater

B = 440-494

C = 385-439

D = 330-384

F = less than 330

CR = 330 or greater

NC = less than 350

Standards of Conduct

Students who register in SRJC classes are required to abide by the SRJC Student Conduct Standards. Violation of the Standards is basis for referral to the Vice President of Student Services or dismissal from class or from the College. See the Student Code of Conduct For more information.

Collaborating on or copying of tests or homework in whole or in part will be considered an act of academic dishonesty and result in a grade of 0 for that test or assignment. Students are encouraged to share information and ideas, but not their work. Find more information on Plagiarism on the SRJC site:

- SRJC Writing Center Lessons on avoiding plagiarism
- SRJC's statement on Academic Integrity

Special Needs

Every effort is made to conform to accessibility standards for all instructor-created materials. Students should contact their instructor as soon as possible if they find that they cannot access any course materials. Students with disabilities who believe they need accommodations in this class are encouraged to contact Disability Resources (527-4278).

Course Summary

Since digital marketing is so dynamic, the schedule may change depending on how long it takes us to complete each module and new technologies that emerge during the semester.

1. Course Intro, speed dating icebreaker, pick groups
2. Target Audience & Customers
3. Setting Objectives/KPIs
4. SEO & content research
5. Website Content Plan & Content Marketing

6. Keywords/PPC Advertising
7. Google Display Advertising + Video
8. Organic Social Media: Facebook/Instagram
9. Paid Social Media: Facebook/Instagram Advertising
10. Email Marketing
11. Landing Pages
12. Testing & refining campaigns
13. Google Analytics
14. Wrap-up class
15. Final Exam
16. Presentation Prep (work together to create your presentation)
17. Presentations (10 mins per group)