



BMK155 Syllabus

Digital Marketing Tools

Instructor: Kelly Windsor

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TTh 12:00-1:30 Synchronous (Live) Online via Zoom

Office Hours: TTh 1:30-2:00 by appointment only
(email me the day before)

Textbook: none (there may be some online reading)

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

Welcome to 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.

Grading

(to follow)

Class Schedule (Draft)

Tuesday Oct 12	Course Intro, speed dating, pick groups
Thursday Oct 14	Brand & Target Audience
Tuesday Oct 19	Setting Objectives/KPIs
Thursday Oct 21	SEO, content research
Tuesday Oct 26	Website Content Plan & Content Marketing
Thursday Oct 28	Pay Per Click Advertising (PPC)
Tuesday 11/2	Google Display Advertising
Thursday 11/4	Organic Social Media Facebook/Instagram
Tuesday Nov 9	Paid Social Media Facebook/Instagram
*Thursday Nov 11	Veterans Day/NO CLASS
Tuesday Nov 16	Email Marketing
Thursday Nov 18	Landing Pages
Tuesday Nov 23	Testing & Refining Campaigns
*Thursday Nov 25	Thanksgiving. No Class.
Tuesday Nov 30	Google Analytics & Reporting
Thursday Dec 2	Presentation Prep
Tuesday Dec 7	Group Presentations
Thursday Dec 9	Online Final Exam