

MIDSTATE COLLEGE
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Winter 2018

Course: MKT350 Digital Marketing

Credit: 4 Quarter Hours

Method of Delivery: Arranged

Course Description: This course investigates the tools and practices of today's digital marketer. Students will gain an understanding of the transformation of business from passive customer relationships to participation and profitability on both sides. Traditional marketing roles are being replaced with a new digital marketing, aimed at creating extraordinary customer engagement, improved position, and targeting to combat increasing competitiveness in the marketplace.

Prerequisite: MKT 305

Text(s): The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric

Author(s): Larry Weber, Lisa Leslie Henderson

Publisher: John Wiley & Sons, Inc.

ISBN: 978-1-118-76083-3

Materials Needed for this Course:

Additional supplies: N/A

Hardware/Software requirements: A computer with Microsoft Office and internet

Topics:

- Necessary marketing skills
- Entrepreneurial thinking
- Maximizing marketing impact
- Marketing analytics
- Content creation
- Customer-centric marketing

Learning Objectives: Upon completion of this course, the student will be able to:

1. Understand the 10 essential skills that marketers need for success
2. Identify how to move forward as a marketer and enable adaptation in a customer-centric marketing era
3. Interpret how to design valuable customer experiences
4. Identify key analytical marketing data to find actionable insight to own the customer experience
5. Employ entrepreneurial thinking for discernment and agility
6. Successfully create a content experience strategy that delivers
7. Understand how to engage customers via social media and how to maximize marketing impact with converged media
8. Determine how to drive sales with marketing automation
9. Classify how to craft worthwhile loyalty and digital couponing programs
10. Identify how to ignite customer-centricity everywhere within your organization

Midstate Grading Scale:

90-100	A
80-89	B
70-79	C
60-69	D
0-59	F

Midstate Plagiarism Policy:

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of an electronic resource which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

Student Success:

The Office of Student Success is available to students seeking tutoring for individual classes or who need assistance with writing assignments. Information is also available on test taking techniques, how to take notes, developing good study skills, etc. Contact Student Success in Room 218 (in person); (309) 692-4092, extension 2180 (phone); studentsuccess@midstate.edu (email).

Instructor:

Dr. Brian Young
Midstate e-mail: bjyoung@midstate.edu
Telephone/Room: (309) 692-4092
Office Hours: by appointment

Policies and Procedures:

All weekly assignments are posted on or by Day 1 and are due on/by Day 7 of the week. Quizzes, Assignment Activities and Discussion Forums may become invisible after the due date has ended. Discussion Forum assignments and Weekly Summaries cannot be completed after the week has ended. If you get permission to complete an Assignment Activity, the **highest grade that can be attained after the due date will be 70%**. Late work is accepted under extreme circumstances only; no exceptions. Assignments are to be submitted using Joule regardless of in-class or online participation. Alternate arrangements can be made at the student's request.

Participation Requirements:

Participation is a major requirement of learning, and lack of participation will negatively impact the final grade. Students must actively participate in class discussions by responding to other students' discussion questions, instructor's lecture, text readings, and assignments will receive a better grade than those students who do not participate regularly. All assignments must be submitted on time as indicated by the instructor. You may be required to post several assignments each week including weekly quizzes. Students must complete all assignments, papers, projects, competencies, examinations, and attendance requirements. Students must have a grade of at least 70% to pass this course. If you are not participating, faculty will send a referral to Student Success to determine if you want to drop the class.

- eLearning = To be considered in attendance for an eLearning course, the student must participate each week by submitting substantial, gradable work.

Examination Information:

The quizzes and examinations in this course will provide you, the instructor, and the college feedback in regards to how the class is meeting students' needs. Following each covered section of the textbook there will be a quiz. There will also be a Midterm and a Final exam. The quizzes will contain a combination true/false, multiple choice, short answer, and/or essay. The Midterm and Final exams will be geared to invoke complex thinking and assess student understanding and application.

Methods of Evaluating Student Performance:

- Written assignments will assess students' critical thinking ability.
- Weekly discussions and summaries will assess students' understanding of core concepts.
- Quizzes, Midterm and Final exams geared to assess students' understanding and advanced application.
- You must successfully complete all projects and activities for this course including:
 - Case Studies & Quizzes
 - Final Project & Exams

These projects are the core assessment features for this course and failing to complete the projects will result in a failing grade. No make-up work will be accepted without written documentation that proves extenuating circumstances.

Instructor's Grading Scale:

15%	Weekly Summary Board
20%	Weekly Assignments and Case Studies
20%	Weekly Quizzes
20%	Midterm Exam
25%	Final Exam

Barbara Fields Memorial Library

Contact Information:

Librarian: Jane Bradbury

Location: Room 403

Phone: (309) 692-4092 ext. 4030

Fax: (309) 692-3893

Email: library@midstate.edu

Library Hours:

Monday – Thursday 8:00 a.m. – 9:00 p.m.

Friday 8:00 a.m. – 4:30 p.m.

Saturday 9:00 a.m. – 12:00 p.m.

The Barbara Fields Memorial Library, located in Room 403 of the R. Dale Bunch Student Center, contains books, periodicals, and other materials to support the educational and cultural needs of students, faculty, and staff. Computers are available for student use during library hours.

The library also subscribes to several online research resources that give immediate access to digitized versions of professionally-published content such as books, journal articles, popular magazines and the like.

Research Guides

Library guides are organized by subject that will give you access to all of the library resources like books, ebooks, reference materials, articles from subscription databases, business news and articles, company research, industry and economic data, tools for business & writing and citation help. **Plus** you'll find links to websites, videos, tutorials, and more!

Access the Business Research Guides at this location: <http://midstate.libguides.com/business> or, follow the steps below:

1. Visit www.midstate.edu
2. Click on Library Resources at bottom of page
3. Click on “Click the Cloud!” (in light blue color in middle of page)

Week-by-Week

MKT350 Week 1

Objective: Understand the 10 essential skills that marketers need for success

Assignments:

Read Chapter 1 & Supplemental Materials

Review Chapter 1 PowerPoint Lecture

Complete all other case studies/assignments/summaries as assigned by professor

Quiz Chapter 1

MKT350 Week 2

Objective: Identify how move forward as a marketer and enable adaptation in a customer-centric marketing era

Assignments:

Read Chapters 2 and 3 & Supplemental Materials

Review Chapters 2 and 3 PowerPoint Lecture

Complete all other case studies/assignments/summaries as assigned by professor

Week 2 Quiz

MKT350 Week 3

Objective: Interpret how to design valuable customer experiences

Assignments:

Read Chapter 4 & Supplemental Materials

Review Chapter 4 PowerPoint Lecture

Complete all other case studies/assignments/summaries as assigned by professor

Week 3 Quiz

MKT350 Week 4

Objective: Identify key analytical marketing data to find actionable insight to own the customer experience

Assignments:

Read Chapter 5 & Supplemental Materials

Review Chapter 5 PowerPoint Lecture

Complete all other case studies/assignments/summaries as assigned by professor

Week 4 Quiz

MKT350 Week 5

Objective: Employ entrepreneurial thinking for discernment and agility

Assignments:

Read Chapter 6 & Supplemental Materials

Review Chapter 6 PowerPoint Lecture

Complete all other case studies/assignments/summaries as assigned by professor
Week 5 Quiz

MKT350 Week 6

Objective: Complete the Midterm Exam

Assignments: Complete the Midterm Exam (Covers Chapters 1-6)

MKT350 Week 7

Objective: Successfully create a content experience strategy that delivers

Assignments:

Read Chapter 7 & Supplemental Materials

Review Chapter 7 PowerPoint Lecture

Complete all other case studies/assignments/summaries as assigned by professor
Week 7 Quiz

MKT350 Week 8

Objective: Understand how to engage customers via social media and how to maximize marketing impact with converged media

Assignments:

Read Chapters 8 and 9 & Supplemental Materials

Review Chapters 8 and 9 PowerPoint Lecture

Complete all other case studies/assignments/summaries as assigned by professor
Week 8 Quiz

MKT350 Week 9

Objective: Determine how to drive sales with marketing automation

Assignments:

Read Chapter 10 & Supplemental Materials

Review Chapter 10 PowerPoint Lecture

Complete all other case studies/assignments/summaries as assigned by professor
Week 9 Quiz

MKT350 Week 10

Objective: Classify how to craft worthwhile loyalty and digital couponing programs

Assignments:

Read Chapter 11 & Supplemental Materials

Review Chapter 11 PowerPoint Lecture

Complete all other case studies/assignments/summaries as assigned by professor
Week 10 quiz

MKT350 Week 11

Objective: Identify how to ignite customer-centricity everywhere within your organization

Assignments:

Read Chapter 12 & Supplemental Materials

Review Chapter 12 PowerPoint Lecture

Prepare/Review for Final Exam

Complete all other case studies/assignments/summaries as assigned by professor
Week 11 Quiz

MKT350 Week 12

Objective: Complete the Final Exam

Assignments:

Complete Final Exam (Covers Chapters 7-12)

**Instructor reserves the right to revise this syllabus*