

Course Code & No. - Section: MKTG 350 - Section 1
Course Title (Credits): Digital Marketing (3)
Term & Year: Fall 2017
Course Ref. No. (CRN): 80224

Instructor: Rick Winfield, MBA
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Email: rwinfield@sierranevada.edu
Office: TCES 2nd Floor
Office Hours: TR 1:30 - 2:30 pm. (open), and by appointment

Class Meeting Time: TR 11:30 am - 12:45 pm
Location: TCES 215

Prerequisites (from Catalog): MKTG 201
Corequisites (from Catalog): none

Course Description

The last two decades have brought new communications channels to our world. This has brought new opportunities and challenges to the business world. In this course, you will learn how this new media fits with the overall marketing plan and how they should be used to enhance the goals of the organization. We will also examine risks and dangers of this new media and how it should not be used.

Student Outcomes

Upon successful completion of this course, a student will be able to:

1. Students will be able to understand the Inbound Methodology and how it helps businesses attract, convert, close and delight customers.
2. Students will be able to understand the importance of buyer personas in relation to a company's marketing efforts.
3. Students will be able to develop an online marketing campaign focused on specific buyer personas.
4. Students will earn the Inbound Certification.

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:

- Pass the Inbound Certification
- Read the Inbound Marketing book
- Develop a persona for a real business
- Find social networks where the persona is active
- Write two blog articles to educate the persona
- Create an offer that's relevant for the persona
- Create a landing page for the offer
- Create a call-to-action to promote the offer
- Write an email to send to the persona after they download the offer
- Present the marketing campaign and collateral to the class

Instructional Strategies

This class will use [the flipped teaching methodology](#). The premise of the flipped classroom approach is that students will watch the on-demand videos outside of the classroom, and use classroom time to further their knowledge on the topic.

Class time will be used to facilitate discussions based on homework assignments, review examples of inbound marketing, answer student questions, and help develop final student presentations.

Required Texts and Materials

- *Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online*. Brian Halligan, Dharmesh Shah; Wiley, 2009.
- Inbound Certification: <http://academy.hubspot.com/inbound-certification>
- HubSpot Examples: <http://academy.hubspot.com/examples>
- HubSpot Buyer Persona tool: <http://www.makemypersona.com/>
- Marketing Grader: <https://marketing.grader.com/>
- State of Inbound: <http://www.stateofinbound.com/>
- Growth Show podcast: <http://www.hubspot.com/podcast>

Attendance

In order to maximize your learning, you are expected to attend class. Participation points can only be earned if you are present.

SNC Tahoe Athletics – The Athletic Director notifies faculty members of student athletes with excused absences for training and competition. This email excuses the student athlete from class attendance, but not from doing the assigned work. It is the student athlete's responsibility to meet with me **prior** to the excused absence for missed work and/or alternate assignments. If a student athlete fails to meet with me prior to the absence, make-up work is not available.

Class Requirements

All students are required to bring a laptop computer to each class meeting. Cell phones and pagers must be turned off or set to 'silent mode.' Personal use of technology during class will have a significant negative impact on the class participation portion of your grade.

Sanctions for Cheating and/or Plagiarism

The Honor Code

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

Grading Policy

Handing in Assignments and Feedback – All assignments must be uploaded to Turnitin or Moodle (as specified by the professor for each assignment) as either Microsoft Office (Word, Excel & PowerPoint) or PDF files. Email and hard copies are not permitted. Feedback and assignment grades will be posted to Moodle.

Late Assignment – NO LATE WORK WILL BE ACCEPTED WITHOUT PRIOR (I.E. BEFORE THE ASSIGNMENT IS DUE) APPROVAL OF THE PROFESSOR.

Course Grades will be calculated as follows:

- Class participation/preparedness – 20%
- Pass the Inbound Certification – 40%
- Marketing Campaign – 30%
- Marketing Campaign Presentation – 10%

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranvada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

The Sierra Nevada College Mission Statement:

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts Professional Preparedness
 Entrepreneurial Thinking Sustainability

Class Schedule

This is the initial planned class schedule. The instructor reserves to the change this schedule, please be sure to check Moodle and your email regularly for updates.

Date	Class Topic & Discussion	Assignments
Week 1		
8/22 & 24	- Introduction/expectations - Overview of course - Review the "State of Inbound Marketing"	Watch the <i>Essentials of an Effective Inbound Strategy</i> videos
Week 2		
8/29 & 8/31	Essentials of an Effective Inbound Strategy	Inbound Ch. 1 & 2 Watch <i>Optimizing Your Website for Search Engines</i> videos
Week 3		
9/5 & 9/7	Optimizing Your Website for Search Engines	Inbound Ch. 3 & 4 Watch <i>Creating Content with a Purpose</i> videos
Week 4		
9/12 & 9/14	Creating Content with a Purpose	Inbound Ch. 5 & 6 Watch <i>The Fundamentals of Blogging</i> videos
Week 5		
9/19 & 9/21	The Fundamentals of Blogging	Inbound Ch. 7 & 8 Watch the <i>Amplifying Your Content with Social Media</i> videos
Week 6		
9/26 & 9/28	Amplifying Your Content with Social Media	Inbound Ch. 9 & 10 Watch <i>Enticing Clicks with Calls-to-Action</i> videos
Week 7		
10/3 & 10/5	Enticing Clicks with Calls-to-Action	Inbound Ch. 11 & 12 Watch <i>The Anatomy of a Landing Page</i> videos

Middle of Term		
Week 8		
10/10 & 10/12	The Anatomy of a Landing Page	Inbound Ch. 13 & 14 Watch the <i>Guiding the Next Step with Thank You Pages</i> videos
Week 9		
10/17 & 10/19	Guiding the Next Step with Thank You Pages	Inbound Ch. 15 & 16 Watch <i>Sending The Right Email to the Right Person</i> videos
Week 10		
10/24 & 10/26	Sending The Right Email to the Right Person	Inbound Ch. 17 & 18 Watch <i>The Power of Smarketing</i> videos
Week 11		
10/31 & 11/2	The Power of Smarketing	Watch the <i>Taking Your Sales Process Inbound</i> videos
Week 12		
11/7 & 11/9	Taking Your Sales Process Inbound	Watch <i>The Pillars of Delight</i> videos
Week 13		
11/14 & 11/16	The Pillars of Delight	Prepare for your presentation & pass the Inbound Certification
Week 14		
11/28 & 11/30	Class presentations	Prepare for your presentation & pass the Inbound Certification
Week 15		
12/5 & 12/7	Class presentations	
Final Exam Week		
12/13 @ 11:30am – 2:30pm	Final Exam Period – EVERYONE MUST ATTEND	Please schedule holiday travel accordingly