

Course Code & No. - Section: MKTG 350 - Section 1
Course Title (Credits): Digital Marketing (3)
Term & Year: Fall 2019
Course Ref. No. (CRN): 80286

Instructor: Rick Winfield, MBA
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Office: TCES 2nd Floor
Office Hours: MW by appointment

Class Meeting Time: MW 11:00 am - 12:45 pm
Location: TCES 206

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 it 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. Understand the Inbound Methodology and how it helps businesses attract, convert, close and delight customers.
2. Understand the importance of buyer personas and customer journeys in relation to a company's marketing efforts.
3. Develop an online marketing campaign focused on specific buyer personas.
4. Earn the Inbound Certification as well as one other digital marketing certification of their choice.

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:

1. Class Participation;
2. Midterm Test;
3. Final Project;

Instructional Strategies

This class will make extensive use of [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.

Classes will typically be divided into two sections. During the first part of the class we will discuss the week's topic, including lectures and class discussion. During the second part of class we will "practice" what we have learned through class exercises and online research.

Students will also earn two industry recognized certifications as part of this class.

Required Texts and Materials

- *Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online*. Brian Halligan, Dharmesh Shah; Wiley, 2009.
- Laptop computer (one that meets the published SNC Laptop Requirements) with Microsoft Excel

Attendance

In order to maximize your learning, you are expected to attend class. Most of the learning will occur during class discussion, presentations, and exercises. You are expected to be a part of the learning community and participate fully in each class session. Participation points can only be earned if you are present (and participation is 35% of your grade).

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 Canvas (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.

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 – 35%
- Midterm Exam – 30%
- Final Project – 35%
- Pass the Inbound Marketing Certification – Required to pass class
- Earn one other Hubspot Certification or Equivilent – Required to pass class

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@sierranevada.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 a basic outline of the class topics. The instructor reserves to the change this schedule, please be sure to check Canvas and your email regularly for updates.

Date	Class Topic & Discussion	Assignments
Week 1		
9/16 & 9/18	Introduction & Digital Marketing History Basic Terminology	Watch (from the Inbound Marketing Certification): Inbound Marketing Fundamentals
Week 2		
9/23 & 9/25	Buyer Persona & Customer Journey	Watch: Creating Buyer Personas Watch: Understanding the Buyer's Journey
Week 3		
9/30 & 10/2	Content Strategy & Blogging	Watch (from the Inbound Marketing Certification): Planning a Long-Term Content Strategy Watch (from the Inbound Marketing Certification): Creating a Blog Post
Week 4		
10/7 & 10/9	Search Engine Optimization	Watch (from the Inbound Marketing Certification): Creating Topic Clusters and Pillar Pages
Week 5		
10/14 & 10/16	Social Media	Watch (from the Inbound Marketing Certification): Understanding Social Media Promotion
Week 6		
10/21 & 10/23	Conversational Marketing Midterm	Watch (from the Inbound Marketing Certification): Developing a Conversational Growth Strategy
Week 7		
10/28 & 10/30	The Conversion Process & Conversion Rate Optimization	Watch (from the Inbound Marketing Certification): Understanding Conversions Watch (from the Inbound Marketing Certification): Creating a Conversion Optimization Strategy

Week 8		
11/4 & 11/6	Lead Nurturing & Marketing and Sales Alignment	Watch (from the Inbound Marketing Certification): Understanding Lead Nurturing Watch (from the Inbound Marketing Certification): Aligning Marketing and Sales
Week 9		
11/13	11/11 Veterans Day – No Class Customer Marketing	Watch (from the Inbound Marketing Certification): Applying a Customer Marketing Approach
Week 10		
11/18 & 11/20	Paid Media – Google Adwords, Facebook Ads & other paid online advertising	TBA
Week 11		
12/2 & 12/4	Online Tracking & Privacy	TBA
Week 12		
12/9 & 12/11	Special Topics	TBA