

BUS356: Digital Marketing (81833)

School of Business

Spring 2023 | Online Asynchronous | January 17 – April 28 (full semester)

Instructor Info

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Office Hours: Wednesdays and

Thursdays from 5:30 – 6:30 pm EST

and by appointment

Course Meetings

Room, Building, Campus

Days & Times (if applicable)

**Services &
Policies that
Support You**



[Academic Services & Policies](#)¹

School of Business Mission

We prepare lifelong, entrepreneurial thinkers fluent in business technologies.

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1. Course Information

1A. Course Description

This course will introduce you to the digital marketing tools and frameworks that are key to making effective and profitable online marketing decisions. This project-based course covers the planning, design, implementation, and optimization of online marketing campaigns including website development, content management, email marketing, social media, mobile marketing, and search engine marketing (e.g., methods for improving organic rankings (SEO) as well as paid search engine marketing. Students build upon the principles of digital marketing to design and

¹ <https://mycampus.maine.edu/group/usm/common-syllabus>



implement an internet-based marketing programs for consumer goods, services, non-profit and business-to-business markets. Student teams will plan, design, and implement a full digital marketing campaign, including website, mobile, email, ecommerce, metrics, search, and social media tactics and strategies.

1B. Course Prerequisites

BUS260 (Marketing with a grade of C- or higher) and junior standing. Business Majors in the Fall 2020 or later catalog must complete the pre-business core before taking 300/400-level business courses.

1C. Course Materials & Books

Required

- There is no required textbook for this course.
- For Brightspace tech requirements, see the [Academic Services & Policies page](#)².

Supplemental

- Additional articles will be provided in Brightspace.

1D. Course Format

This is an online, asynchronous course. For each week of the semester, I will post two Learning Modules (each containing a Podcast and Study Guide) to Brightspace for your review. Podcasts are audio recording in Mp3 format for you to listen to prior to your review of the accompanying Study Guide. Podcasts provide a basic introduction to each week's topics. You should think of the podcasts as mini-lectures. Study Guides are created in PowerPoint and contain detailed information about the week's topics. Study Guides also contain links to additional reading and video content online.

Materials will be posted no later than noon on Monday the week that they should be reviewed. It is up to you to decide when you review these learning materials, keeping in mind all assignment due dates.

You should plan on spending about 3-hours each week reviewing course materials. You should plan on additional time to complete course assignments.

² <https://mycampus.maine.edu/group/usm/common-syllabus#treq>



1E. Course Learning Outcomes

Students who complete this course successfully will be able to:

- Define digital marketing and understand the role it plays in successful business strategy.
- Identify the elements of successful website, mobile, and social marketing strategies.
- Understand how search engines work, and use this knowledge to make recommendations to improve organic search rankings.
- Create a search engine marketing campaign and evaluate effectiveness, including recommend changes that will improve conversion rate.
- Create an online display ad campaign and measures its ROAS (return on ad spend).
- Determine the appropriate KPIs to assess website performance.
- Make appropriate recommendations for ecommerce and email marketing to improve overall digital marketing effectiveness (conversions).
- Utilize knowledge of social media tactics to design an effective social media campaign.
- Implement online reputation management tactics to improve branding.
- Communicate in oral and written speech, and interact with groups online.

2. Coursework & Grading

2A. Grade Scale

The following grading scale will be used in this course:

100-93%	=	A	79-77%	=	C+
92-90%	=	A-	76-73%	=	C
89-87%	=	B+	72-70%	=	C-
86-83%	=	B	69-60%	=	D
82-80%	=	B-	59% or lower	=	F

2B. Course Grade Breakdown

Below you will find a summary of course assignments, due dates, and percentage that each assignment contributes to your grade:

Assignment Name	Value
Synthesis of Learning #1 (due: January 29 by 11:59 pm ET)	10%
Synthesis of Learning #2 (due: February 5 by 11:59 pm ET)	10%
Synthesis of Learning #3 (due: February 12 by 11:59 pm ET)	10%



Assignment Name	Value
Synthesis of Learning #4 (due: February 19 by 11:59 pm ET)	10%
Team Website Analysis Presentation (due: March 10 by 11:59 pm ET)	10%
Synthesis of Learning #5 (due: March 26 by 11:59 pm ET)	10%
Synthesis of Learning #6 (due: April 9 by 11:59 pm ET)	10%
Team Digital Marketing Presentations (due: April 28 by 11:59 pm)	30%
Total:	100%

2C. Assignment Descriptions & Requirements

Below you will find details for our course assignments this semester. Additional information can be found in Podcast/Study Guide 1: Welcome to our Course and the Assignments folder in the Content area of Brightspace. NOTE: There are two team assignments this semester. I will assign teams the first week of class.

- Synthesis of Learning Papers – You will complete six synthesis of learning papers over the course of the semester, due in Weeks 2, 3, 4, 5, 10 and 12. These papers will be due by 11:59 pm on Sunday the week they are assigned. Each paper will contain a series of questions and topics to address, documenting your learning and application of course topics, content, and readings. You should review paper requirements carefully at the start of the week that the assignment is due. Each paper should be between 6 and 8-pages long. Further information can be found in the Assignment Details section of the Content area of Brightspace. Papers should be created in Microsoft Word or PDF, and submitted via email.
- Team Website Analysis Presentation – Teams will receive a list of five companies from the Professor. Teams will assess the digital marketing tactics and strategies of the company by analyzing website, email, social media, search, and mobile efforts of the company. Teams will prepare a 20-minute presentation discussing their analysis. There is no written paper required for this assignment, only the presentation. Your team can submit your presentation slides to me via email. Slides should be created in PowerPoint or similar application. Your presentation should have no more than 15 slides. You must also present your work. Actual presentations can be submitted as a video recording, as voiced over PowerPoint slides, or your team can schedule a time to make their presentation “live” via Zoom. This assignment is due by 11:59 pm on Friday, March 10.
- Team Digital Marketing Presentation– Teams will create a product to brand that they will use to develop a full digital marketing strategy. Teams will mock-up a website design



that is mobile responsive, create sample pages including content, craft email and social media campaigns, develop a search strategy, and provide KPIs to assess overall effectiveness. Teams will prepare a 25-minute presentation discussing their work. There is no written paper required for this assignment, only your presentation. Your team can submit your presentation slides to me via email. Slides should be created in PowerPoint or similar application. Your presentation should have no more than 25 slides. Actual presentations can be submitted as a video recording, as voiced over PowerPoint slides, or your team can schedule a time to make their presentation “live” via Zoom. This assignment is due by 11:59 pm on Friday, April 28.

Your team is responsible for its own management, and conflict resolution should conflicts arise. As a part of your team work, you will be asked to evaluate yourselves and your teammates at the conclusion of the team assignment.

2D. Writing Style & Formatting

Below are some guidelines for course assignments:

- Papers should be created in Microsoft Word, Google doc, or PDF.
- Presentations should be created in Microsoft PowerPoint, Google slides, or similar program.
- Papers and presentations will be emailed to the professor on or before the due date.
- Details for papers and presentations will be posted in the Content area of Brightspace in a folder called Assignments.
- Papers should be double spaced, in font size 10 to 12.
- Papers and presentations must be your own original work. Plagiarism will not be tolerated.
- There are no grading rubrics for assignments. You should address each requirement and answer each question asked in the assignment in a way that demonstrates your understanding of course materials and topics.
- You must cite any work that you reference in your paper. I recommend using the APA citation style. For more information about citation styles please visit <http://pitt.libguides.com/citationhelp>.

2E. Final Examination/Final Project

There is no final exam in this class. Your Team Digital Marketing Presentation will serve as your capstone project for this course. It is due the last day of class, Friday, April 28.



3. Class Schedule

Week & Date	Topics	Reading and Assignment
Week 1 – January 17	Learning Module 1: Welcome to the Course and Review of Syllabus Learning Module 2: Introduction to Digital Marketing	Read the Following: <ul style="list-style-type: none">● Syllabus● Articles posted in Brightspace Assignment: <ul style="list-style-type: none">● None
Week 2 – January 23	Learning Module 3: Customer-centric Decision-Making and Design Thinking Learning Module 4: Web Strategy	Read the Following: <ul style="list-style-type: none">● Articles posted in Brightspace Assignment: <ul style="list-style-type: none">● Synthesis of Learning #1 due on Sunday, Jan 29
Week 3 – January 30	Learning Module 5: Search Engine Optimization (SEO) Learning Module 6: Search Engine Marketing (SEM)	Read the Following: <ul style="list-style-type: none">● Articles posted in Brightspace Assignment: <ul style="list-style-type: none">● Synthesis of Learning #2 due on Sunday, Feb 5
Week 4 – February 6	Learning Module 7: Paid Search Learning Module 8: Online Advertising	Read the Following: <ul style="list-style-type: none">● Articles in Brightspace Assignment: <ul style="list-style-type: none">● Synthesis of Learning #3 due on February 12
Week 5 – February 13	Learning Module 9: Digital Display Advertising Learning Module 10: Reputation Management	Read the Following: <ul style="list-style-type: none">● Articles in Brightspace Assignment: <ul style="list-style-type: none">● Synthesis of Learning #4 due on February 19
Week 6 – February 20	Learning Module 11: Website Design and Content Learning Module 12: Email Marketing	Read the Following: <ul style="list-style-type: none">● Articles in Brightspace Assignment: <ul style="list-style-type: none">● None



Week 7 – February 27	Learning Module 13: Social Media Marketing Learning Module 14: Mobile Marketing	Read the Following: <ul style="list-style-type: none">● Articles in Brightspace Assignment: <ul style="list-style-type: none">● None
Week 8 – March 6	Learning Module 15: Ecommerce Learning Module 16: Web Analytics and Metrics	Read the Following: <ul style="list-style-type: none">● Articles in Brightspace Assignment: <ul style="list-style-type: none">● Team Website Analysis Presentation due on March 10 (note: this is a Friday)
Week 9 – March 13	No classes – Spring Break – Enjoy the week!	None.
Week 10 – March 20	Learning Module 17: Legal and Ethical Considerations Learning Module 18: Strategy and Planning	Read the Following: <ul style="list-style-type: none">● Articles in Brightspace Assignment: <ul style="list-style-type: none">● Synthesis of Learning #5 due on March 26
Week 11 – March 27	Learning Module 19: Understanding the Competitive Environment Learning Module 20: Understanding the Customer Environment	Read the Following: <ul style="list-style-type: none">● Articles in Brightspace Assignment: <ul style="list-style-type: none">● None
Week 12 – April 3	Learning Module 21: Text, Audio, and Video Learning Module 22: Infographics and Animations	Read the Following: <ul style="list-style-type: none">● Articles in Brightspace Assignment: <ul style="list-style-type: none">● Synthesis of Learning #6 due on April 9
Week 13 – April 10	Learning Module 23: Content Co-Creation Learning Module 24: Metaverse, AI, Neuromarketing, and The Future	Read the Following: <ul style="list-style-type: none">● Articles in Brightspace Assignment: <ul style="list-style-type: none">● None
Week 14 – April 17	Learning Module 25: Final Project Checklist	Read the Following: <ul style="list-style-type: none">● Articles in Brightspace



	Learning Module 26: Course Recap	Assignment: <ul style="list-style-type: none">• None
Week 15 - April 24	Final week of class. There are no new learning modules this week. Please use this time to completed your final team project.	Assignment: <ul style="list-style-type: none">• Team Digital Marketing Presentations due on April 28 (note: this is a Friday)

4. Course-Specific Policies

4A. Attendance

There is no formal attendance policy for this online course. It is up to you to determine when you review course materials and when your complete assignments (please keep due dates in mind). Note: full credit will not be given for assignments that are turned in after due dates except in extreme circumstances.

4B. Late Work

You may turn in assignments early. However, work submitted after an assignment due date, unless otherwise cleared by the professor, will be penalized. Assignments submitted more than 15 days after their due date without prior contact with the professor will not be accepted.

Late assignments will incur a 5-point grade deduction for reach week (or partial week) that they are late. For example, if you receive a 95 on an assignment but have submitted it two weeks late, you will receive a 10-point grade deduction, and your final grade on that assignment will be 85. Remember: you must notify me in advance by email if an assignment is going to be late.

Please let me know if you have any questions.

4C. Class Incompletes

I only issue incompletes in extreme cases with appropriate documentation. In order to receive an incomplete, you must have submitted at least half of the course assignments by the end of the semester.

In most circumstances, students who do not complete all assigned work by the end of the semester will receive the grade that they have earned to date.

Once outstanding work is submitted, your course grade may be revised. Work submitted late is



subject to the grading penalty discussed above. Please let me know if you have any questions about this policy.

4D. Inclement Weather Contingencies

From time to time, USM will determine to close the university due to inclement weather. For the most part, online classes will continue as planned unless you hear otherwise from me. If you are unable to access our course online due to inclement weather (e.g., power outage), please notify me as soon as you can.

4E. Course Evaluations

At the end of each semester, every student has the opportunity to provide constructive feedback on their courses. It is important to me that you take the time to let me know your thoughts about the course. I use your feedback to make improvements to the course materials, assignments, and outcomes.

4F. Additional Instructor Notes

I look forward to working with you this semester. Thank you for reviewing the syllabus. If you have any questions, please let me know.

5. Academic Services & Policies

Below you'll find information for our most crucial student services and supports. For USM's most complete and current information on services available to students, as well as academic policies, see [The Academic Services & Policies Overview webpage](#).³

- **Request disability accommodations** | (207) 780-4706 | dsc-usm@maine.edu
- **Report Interpersonal violence** | (207) 780-5767 | usm.titleix@maine.edu
- **Report On-Campus Emergencies and Safety Concerns** | (207) 780-5211 or your local police agency.
- **Get academic help** | mycampus.maine.edu/group/usm/learning-commons1

³ <https://mycampus.maine.edu/group/usm/common-syllabus>



- **Get technology help** | usm.maine.edu/computing/helpdesk
- **Meet with an Advisor** | usm.maine.edu/advising

Services & Policies that Support You



Scan the QR Code to go to the [Academic Services & Policies webpage](https://mycampus.maine.edu/group/usm/common-syllabus)⁴

⁴ <https://mycampus.maine.edu/group/usm/common-syllabus>