BUS356, Digital Marketing, Spring 2022

Course Syllabus

Course Meetings: Zoom meetings, see course Brightspace announcements. The course runs for 15 weeks, Tuesday, Jan 18 through Wednesday, May 4.

Course Prerequisites: BUS 260 Principles of Marketing & Junior Standing

Course Mode: 100% online Asynchronous class.

Course Location: Brightspace platform; Zoom class meetings that will be recorded.

Communications: Email and scheduled Zoom meetings.

Materials & Books

Required

- Digital Marketing, online available at https://home.stukent.com/join/4D3-F94
- Mimic Social Media simulation, available at https://home.stukent.com/join/4D3-F94
- You can purchase the DM textbook and simulation access directly from Stukent or you can buy an access code from our bookstore, then go directly to stukent.com and activate the textbook simulation bundle.
- For class exercises, you will use your Stukent login information and access Wishpond’s landing page accounts, http://www.wishpond.com/w/stukent

Technology Requirements

- All materials are virtual including the textbook, simulation, exercises, and assessments.
- Students will need to set up an account with Stukent.com to access the online textbook and
Mimic Simulation. [https://home.stukent.com/join/4D3-F94 ]

- Brightspace contains information, assignments, quizzes, discussion postings, and other course materials. See the “Technology” section for information on Brightspace’s tech requirements.
- Students are also expected to regularly access the course Brightspace area.
- Students should regularly check their email accounts as all class updates will be posted in Brightspace and sent out as email notifications.

**Course Description**

The internet is a dynamic marketplace if there ever was one. This class will give you a theoretical understanding of the internet marketplace that is necessary to adapt to its many changes, while also equipping you with the skills you’ll need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve its use of internet content.

**Structure & Format**

As part of our online course, you are expected to log in to the Brightspace course area regularly, at least several times per week. All communication, material, and assessments are posted in the Brightspace course area, so will need to check in regularly to keep up-to-date with course material and content.

I communicate via email, so send everything—questions, etc. to robert.heiser@maine.edu. An email note is the fastest way to reach me and I typically respond the same day to an email message.

We will be hosting a course welcome and overview in the first week of class on **Tuesday, January 18@ at 11 AM ET. Plan to be there!** The live session uses Zoom for our virtual meetings, Please check the course announcement page for the live link. We will also record our Virtual Broadcast class so you can view or replay the meeting later.

**Assessment**

*Wishpond website*

To start the class you will be asked to go to the Wishpond website and develop a landing page and optimize a page for lead generation. These assignments are your chance to directly apply the DM material to a website. When you’ve completed your assignment, you will “Publish” your work and send me a link to your page. I will click on your link to review your landing page and lead generation pages.
Keyword Worksheet

To help you get started on the simulation, I ask each of you to complete a keywords worksheet with both recommended and negative keywords. You will create the worksheet and submit the worksheet or link the Google Worksheet to me for feedback.

Discussion Topic Facebook Posting

I will review the class requirements, including a paper on Facebook business media that you will post on the Brightspace Discussion Board area. The written assignment needs to be at least 5+ paragraphs, 400+ words with source links.

Quizzes (chapters and expert video sessions)

Part of the learning in Digital Marketing is your assessment of your learning from the chapters and expert video sessions. You will complete 20 quizzes associated with each chapter for both the textbook (12 chapters) and the expert videos (8 quizzes). These quizzes are great reviews of your learning outcomes for both the textbook materials. You will also watch several Expert Sessions throughout the semester that are linked with each chapter in the DM textbook. You can take these quizzes 3 times and Brightspace will record your highest earned grade.

Mimic Digital Marketing Simulation (10 rounds)

BUS356 has a powerful simulation program that looks and acts virtually identical to real-world digital portals. Google Analytics, Facebook, email marketing are regularly updated so they match actual media webpages. You will assume the virtual role of product manager for a consumer product, be given a virtual media budget, and be asked to generate impressions and revenue for your virtual company. You will make 10 rounds of decisions in the Mimic simulation that are designed to step you through several digital marketing venues. Each decision will be ranked for the class and you are expected to generate click-throughs, conversions, revenue, and profit. See more detail about this inside Brightspace. Have fun with the Mimic simulation as it's a great learning tool.

Grading Criteria

<table>
<thead>
<tr>
<th>Assignment / Assessment</th>
<th>Value</th>
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<tbody>
<tr>
<td>Chapter quizzes</td>
<td>12% 12 Chapter Quizzes</td>
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<tr>
<td>Expert Youtube quizzes</td>
<td>8% for 8 Quizzes</td>
</tr>
</tbody>
</table>
Landing Page Kent’s Cameras @ Wishpond | 20%
Keyword Analysis spreadsheet | 10%
DB Posting Facebook business page and website 5 paragraph analysis | 20%
Mimic Simulation | 30% 10 rounds@3% each

**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.

**Course Policies**

**Grading Scale**

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>100-93.00%</td>
<td>A</td>
</tr>
<tr>
<td>92.99-90.00%</td>
<td>A-</td>
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<tr>
<td>91.99-87.00%</td>
<td>B+</td>
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<tr>
<td>86.99-83.00%</td>
<td>B</td>
</tr>
<tr>
<td>82.99-80.00%</td>
<td>B-</td>
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<tr>
<td>79.99-77.00%</td>
<td>C+</td>
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<tr>
<td>76.99-73.00%</td>
<td>C</td>
</tr>
<tr>
<td>72.99-70.00%</td>
<td>C-</td>
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<tr>
<td>69.99-60.00%</td>
<td>D</td>
</tr>
<tr>
<td>59.99% or lower</td>
<td>F</td>
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**Attendance and Late Work**

You may turn in assignments early. However, work submitted after an assignment due date, unless otherwise cleared by the instructor, will be penalized; typically 10% up to 24 hours, 20% up to 5 days late. Assignments submitted more than 5 days after their due date without prior contact with the instructor will not be accepted.

**Withdrawal from the Course**

The last day to withdraw, Monday, January 31; the last day to drop with W grade is April 1, [See USM’s academic calendar].
For more information, review USM's Add/Drop and Withdrawal Policies.¹

Class Cancellation
This is an online asynchronous class. The only scheduled meetings are several Zoom sessions with suggested attendance; these sessions are recorded. If a Zoom meeting needs to be rescheduled due to weather or other circumstances, then an announcement and email will be sent to all class members. Be sure to monitor your @maine.edu email account for all course announcements.

Academic Integrity / Plagiarism
Everyone associated with the University of Southern Maine is expected to adhere to the principles of academic integrity central to the academic function of the university. Any breach of academic integrity represents a serious offense. Each student has a responsibility to know the standards of conduct and expectations of academic integrity that apply to academic tasks. Violations of student academic integrity include any actions that attempt to promote or enhance the academic standing of any student by dishonest means. Cheating on an examination, stealing the words or ideas of another (i.e., plagiarism), making statements known to be false or misleading, falsifying the results of one's research, improperly using library materials or computer files, or altering or forging academic records are examples of (IE copy and paste of an online source without any changes is plagiarism). Violations of this policy are contrary to the academic purposes for which the University exists. Brightspace has an online plagiarism checker, so make sure you describe your findings in your own words. Acts that violate academic integrity disrupt the educational process and are not acceptable.

Evidence of a violation of the academic integrity policy will normally result in disciplinary action. A copy of the complete policy may be obtained from the Dean of Students Office website² or by calling and requesting a copy at (207) 780-5242.

Final Examinations / Final Project
There is no final examination in this class. However, you are expected to complete all 10 rounds of the

¹ https://usm.maine.edu/reg/addingdroppingwithdrawal
² https://usm.maine.edu/community-standards-mediation/academic-integrity
simulation as your final set of class materials.

## Course Schedule

Readings / Assignment Schedule **(subject to alteration with notice, Students are expected to regularly check email and login to the Brightspace course area.)**

Weeks are Monday – Sunday to allow you flexibility in completing your reading, engaging in discussion, and submitting assignments, See [USM’s academic calendar](https://www.usm.maine.edu/academiccalendar) for up-to-date information and scheduling details.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics and Activities</th>
<th>Relevant Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1.18-1.23</td>
<td>Review the syllabus and let me know if you have any questions about our course. Attend our Live class meeting broadcast Tuesday, January, 18, 11 AM <a href="https://maine.zoom.us/j/87128729773?pwd=VGplclNmaXNNVWIlwZU5iblRJeHNYdz09">https://maine.zoom.us/j/87128729773?pwd=VGplclNmaXNNVWIlwZU5iblRJeHNYdz09</a> (see Brightspace course for Zoom meeting details.) Read Chapter 1 &amp; Watch Chapter 1 Lecture Video</td>
<td>Understand the scope of DM</td>
</tr>
<tr>
<td>1.24-1.30</td>
<td>Read Chapter 2 &amp; Watch Chapter 2 Lecture Video Watch Expert 7 Principles of Designs Video</td>
<td>Web Design Framework</td>
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<tr>
<td>1.31-2.6</td>
<td>Read and Review Chapter 3 Video &amp; Watch Expert Videos: Introduction to Web &amp; Google Analytics, Basics of Search Engine Optimization, SEO &amp; Profit &amp; How to Use Search Intent</td>
<td>Understand Web Analytics Concepts</td>
</tr>
</tbody>
</table>

**Assignments due Sunday, Jan 23 - Complete Quiz Chapter 1**

**Assignments due Sunday, Jan. 30**

**Complete Chapter 2 & Expert Video Quizzes 7 Principles of Webdesign**

**Assignments due Sunday, Feb 6**

**Complete Chapter 3 Quiz &**

**Complete Expert Video Quiz: Introduction to Web & Google Analytics**
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Assignments and Tasks</th>
<th>Objectives</th>
</tr>
</thead>
</table>
| 4    | 2.7-2.13 | Read and Review Chapter 4 Materials & Watch Expert Videos on Keyword Research & Search Engine Optimization  
Assignments due Sunday, Feb.13  
*Complete Chapter 4 Quiz*  
*Complete Expert Video Quiz: Keyword Research & Search Engine Optimization*  
*Complete Wishpond Landing Page Assignment* | Understand keywords and key concepts in search engine marketing |
| 5    | 2.14-2.20 | Read Chapter 5 & watch Expert Videos Introduction to SEO  
Assignments due Sunday, Feb. 20  
*Complete Chapter 5 Quiz*  
*Complete Keyword Search Worksheet* | Develop competency using and updating keywords in search engine marketing |
| 6    | 2.21-2.27 | Read Chapter 6 & Watch Video  
Watch Expert Videos Chapter 6 Core Concepts of Paid Search Marketing & Data-Driven Decisions in eCommerce  
Assignments due Sunday, Feb 27  
*Complete Chapter 6 Quiz & Complete Expert Video Quiz SEO & Paid Search*  
*Round 1 MIMIC Simulation DUE* | Understand the concepts of SEO & Paid Search |
| 7    | 2.28-3.6 | Read Chapter 7 & Watch Chapter & Expert Video Introduction to Remarketing  
Assignments due Sunday, March 6  
*Complete Chapter 7 Quiz*  
*Round 2 MIMIC Simulation DUE* | Understand and implement online advertising and remarketing campaigns |
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Assignments and Activities</th>
</tr>
</thead>
</table>
| 8    | 3.7-3.13 | Read Chapter 8 & Watch Expert Videos Email Marketing & New Email Marketing  
Assignments due Sunday, March 13  
*Complete Chapter 8 Quiz & Complete Expert Quiz Email Campaigns*  
*Round 3 MIMIC Simulation DUE* |
| 9    | 3.14-3.20 | **SPRING BREAK** |
| 10   | 3.21-3.27 | Read Chapter 9 & Watch Chapter & Expert Videos Social Media Planning & Grow your Brand with Influencers  
Assignments Due Sunday, March 27.  
*Complete Chapter 9 Quiz & Complete Social Media & Influencer Quiz*  
*Round 4 MIMIC Simulation DUE* |
| 11   | 3.28-4.3 | Watch Facebook Expert Videos  
Assignments Due Sunday, April 3  
*Complete Facebook Quiz*  
*Discussion Board Posting on Facebook Business Page - Complete 5+ paragraphs, 400 words with URL source posting*  
*Round 5 MIMIC Simulation DUE* |
| 12   | 4.4 - 4.10 | Read Chapter 10 & Watch Chapter & Expert Videos Social Listening & Linkedin B2B Advertising  
Assignments Due Sunday, April 10  
*Complete Chapter 10* |
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Assignments Due Sunday, April 17</td>
<td>Round 8 MIMIC Simulation DUE</td>
</tr>
<tr>
<td>4.11 - 4.17</td>
<td>Assignments Due Sunday, April 17</td>
<td>Youtube SM marketing</td>
</tr>
<tr>
<td>4.18 - 4.24</td>
<td>Assignments Due Sunday, Nov 21.</td>
<td>Youtube SM marketing</td>
</tr>
<tr>
<td>14</td>
<td>Complete Chapter 11 Quiz &amp; Expert Quiz Social Listening &amp; Youtube Marketing</td>
<td>Round 7 MIMIC Simulation DUE</td>
</tr>
<tr>
<td>4.25 - 5.1</td>
<td>Read Chapter 12 &amp; Watch Chapter Video Mobile Marketing</td>
<td>Understand the basics of mobile marketing &amp; reputation management</td>
</tr>
<tr>
<td>4.25 - 5.1</td>
<td>Read Chapter 13 Digital Strategy &amp; Catch Up on readings, quizzes, and simulation.</td>
<td>Understand the strategic framework for digital marketing</td>
</tr>
<tr>
<td>5.4</td>
<td>Final course wrap-up during Finals week. The class ends Wednesday, May 4.</td>
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**Technology**

**Support Center (Help Desk)**

If you need technical support at any time during the course (especially concerning Brightspace), please contact the Technology Support Center:
Phone: (207) 780-4029 or 1-800-696-4357

Email: help@maine.edu

- You need a maine.edu account to access most of our online resources. If you can’t remember your account information, visit the UMS User Account Management website\(^3\) or contact IT at 1-800-696-4357 and ask them to help you access your maine.edu account.

- The USM Portal\(^4\) can be used to reach your student email, Brightspace, MaineStreet, and most other university online tools through a single website.

- If this is the first time you’ve used Brightspace, Log in to our Brightspace website\(^5\) and tap the “Student Training” link in the right-hand column of the page.

### Computer Access

Participants will need a reliable PC or a Mac with the latest version of a web browser. In addition, you will need a broadband Internet connection (DSL or faster). Below is a suggested list of recommended software you may need to access electronic resources for this course.

#### Latest Versions of Web Browsers

- Mozilla Firefox\(^6\) (Windows / macOS) - Recommend
- Google Chrome\(^7\) (Windows/macOS) - Recommended
- Safari\(^8\) (macOS - Update through the App Store)

Note that Brightspace and many other web-based applications used in USM courses do not work well in Microsoft’s web browser, Edge.

#### Brightspace Technical Requirements

D2L recommends having the latest version of whatever browser is being used on any computer or mobile device. Brightspace works very well on mobile Apple and Android devices via a web browser.

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\(^3\) [http://accounts.maine.edu/](http://accounts.maine.edu/)
\(^4\) [https://my.usm.maine.edu/](https://my.usm.maine.edu/)
\(^5\) [https://courses.maine.edu/d2l/home/6667](https://courses.maine.edu/d2l/home/6667)
\(^6\) [http://mozilla.com/firefox](http://mozilla.com/firefox)
\(^7\) [http://www.google.com/chrome/](http://www.google.com/chrome/)
The Brightspace Pulse app in the Apple App Store and Google Play also allows you to receive notifications regarding your courses on your device.

**Netiquette**

Our text-based communication is vital in this course since it is the primary - and possibly only - way we will connect. Please be careful and considerate in all your communications with each other and your instructor.

The online medium is poor at conveying tone. Consider what you are saying and remember that your intent might not be inferred by your readers (fellow students and instructors). Take a moment to re-read everything you write: assume that it will be taken in the worst possible light. And extend courtesy to others: assume the most charitable light possible. Both of these steps will make communication easier and far more civil.

**Student Data Retention**

Your maine.edu account is issued to you for as long as you are a student of this or any other University of Maine System campus. There are various limits on how long IT can retain data you have stored through this account depending on which services you have used. Below are the major points, but we encourage you to visit the UMS User Account Management website\(^9\) for full details on maine.edu account policies.

**Assignments and other work stored in Brightspace**

Do NOT leave important academic work in old Brightspace courses. Each semester, all courses receive a fresh Brightspace page commonly referred to as a “shell.” Course shells older than two years are automatically purged from the system, but sometimes instructors remove old course shells manually on their own. It is strongly recommended that you make backups of any work you have submitted to Brightspace before or shortly after your course ends. **Especially if your program requires you to maintain a portfolio of work you have done.**

**Google Products**

Your maine.edu account is also a fully functional Google Account with access to Gmail, Google Drive, \(^9\)\url{http://accounts.maine.edu/}
and most of Google’s other products. After leaving the university, either through graduation or simply not registering for courses, credit-earning students have 5 years before their maine.edu account is removed. The limit is 2 years for non-credit students. This includes files and emails stored in Google’s products using your maine.edu account. If this data is important to you, or if you need to retain it for a portfolio or future certification, you must make and maintain your backups of these files. Consider using Google Takeout\(^{10}\) to back up this data before separating from the University.

**University Policies & Support Resources**

**ADA & Electronic Accessibility Notification & Accommodations**

The university is committed to providing students with disabilities equal access to all university programs and services. If you think you have a disability and would like to request accommodations, please contact the Disability Services Center. Timely notification is essential. The Disability Services Center can be reached by calling 207-780-4706 or by email at dsc-usm@maine.edu. If you have already received a faculty accommodation letter from the Disability Services Center and would like to request accommodations for this course, please provide me with that information as soon as possible. Please make a private appointment so that we can review your accommodations together.

The following is a list of accessibility resources for the software we use in this course:

- Account and Stukent Digital Marketing Textbook & Mimic Simulation information \(^{11}\)
- Brightspace Accessibility information \(^{12}\)
- Google Suite Accessibility information

**Learning Commons**

Tutoring at USM is for all students, not just those who are struggling. Tutoring provides active feedback and practice and is available for writing, math, and many more subjects. Walk-in tutoring is available at the Glickman Library in Portland, the Gorham Library, and the LAC Writing Center.

- For the best service, we recommend making an appointment at the Learning Commons

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\(^{10}\) https://takeout.google.com  
\(^{11}\) https://home.stukent.com/join/email?course_id=27489  
\(^{12}\) https://www.d2l.com/accessibility/standards
Questions about tutoring should be directed to Naamah Jarnot at (207) 780-4554.

Interested in becoming a more effective, efficient learner? Check out the AGILE website!

**Tutoring And Writing Assistance**

Tutoring at USM is for all students, not just those who are struggling. Tutoring provides active feedback and practice and is available for writing, math, and many more subjects. Walk-in tutoring is available at the Glickman Library in Portland, the Gorham Library, and the LAC Writing Center. For the best service, we recommend making an appointment at [https://usm.maine.edu/learningcommons/schedule-tutoring-appointment](https://usm.maine.edu/learningcommons/schedule-tutoring-appointment). Questions about tutoring should be directed to Naamah Jarnot at 207-780-4554. Interested in becoming a more effective, efficient learner? Check out [https://usm.maine.edu/agile](https://usm.maine.edu/agile)!

**Counseling**

is available for USM students. The best way to schedule an appointment is to email usm.health@maine.edu. More information is available on the [University Health and Counseling Services website](https://usm.maine.edu/uhcs).

**Recovery-Oriented Campus Center (ROCC)**

A peer support community for students in recovery from substance abuse and other mental health conditions is available at USM. More information may be found online at [https://usm.maine.edu/recovery](https://usm.maine.edu/recovery) or by contacting ROCC at 207-228-8141.

**Non-Discrimination Policy**

The University of Southern Maine is an EEO/AA employer and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information, or veteran's status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding non-discrimination policies:

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13 [https://usm.maine.edu/learningcommons/schedule-tutoring-appointment](https://usm.maine.edu/learningcommons/schedule-tutoring-appointment)

14 [https://usm.maine.edu/agile](https://usm.maine.edu/agile)

15 [https://usm.maine.edu/uhcs](https://usm.maine.edu/uhcs)
Amie Parker, Interim Director of Equal Opportunity
The Farmhouse, University of Maine Augusta
Augusta, ME 04333, (207) 581-1226, TTY 711 (Maine Relay System).

Statement of Religious Observance for Students

Absence for Religious Holy Days
The University of Southern Maine respects the religious beliefs of all members of the community, affirms their rights to observe significant religious holy days, and will make reasonable accommodations, upon request, for such observances. If a student’s religious observance conflicts with the academic experience, they should inform their instructor(s) of the class or other school functions that will be affected. It is the student’s responsibility to make the necessary arrangements mutually agreed upon with the instructor(s).

Title IX Statement
The University of Southern Maine is committed to making our campuses safer places for students. Because of this commitment, and our federal obligations, faculty and other employees are considered mandated reporters when it comes to experiences of interpersonal violence (sexual assault, sexual harassment, dating or domestic violence, and stalking). Disclosures of interpersonal violence must be passed along to the University’s Deputy Title IX Coordinator who can help provide support and academic remedies for students who have been impacted. More information can be found online at http://usm.maine.edu/campus-safety-project or by contacting Sarah E. Holmes at usm.TitleIX@maine.edu or 207-780-5767.

If students want to speak with someone confidentially, the following resources are available on and off campus: University Counseling Services (207-780-4050); 24 Hour Sexual Assault Hotline (1-800-871-7741); 24 Hour Domestic Violence Hotline (1-866-834-4357).

POLICY ON ACCEPTABLE CONDUCT IN CLASS SETTINGS
If a student substantially disrupts a class, the professor may ask the student to align with this policy on conduct in a class setting. If the student refuses, the professor may, at their discretion, ask the student to leave. If the professor takes this step, they must attempt to communicate with the student and
provide informal counsel and advice. The professor may elect to notify their dean of the situation as well. If the student disrupts the class again, the professor may, at their discretion, provide written notification to the student, describe the offending behavior, refer the student's case to the appropriate academic dean and notify the dean of students that an official student conduct code violation has occurred [https://usm.maine.edu/community-standards-mediation/conduct-process].

COVID FACE-COVERING REQUIREMENT

Per USM and the University of Maine System, all students, faculty, and staff members are required to wear a face covering, including during all face-to-face classes. Resident students are exempted from this requirement when in their room in the residence hall. Students seeking additional exceptions from this requirement should refer to the DISABILITY ACCOMMODATIONS section of this syllabus. https://www.maine.edu/together/community-guidance/everyone/