



Lincoln University

BA351 – Digital Marketing

COURSE SYLLABUS
Department of Business and Economics
Spring, 2017

Credit: 3 units (45 lecture hours)
Instructor: Dr. Alexander Anokhin
Office Hours: By arrangement
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Recommended textbooks: Wayne I. Winston (2014), "Marketing Analytics: Data-Driven Techniques with Microsoft Excel", Wiley, (ISBN: 978-1-118-37343-9).

Ira Kaufman, Chris Horton, (2015), "Digital Marketing: Integrating Strategy and Tactics with Values", Routledge (ISBN: 978-0-415-71674-1; 978-0-415-71675-8)

Revised: January 14, 2017

Catalog description

The course focuses on important concepts and best practices in the use of digital marketing tools and techniques relevant to a business. It introduces students to various online marketing channels including search engine optimization (SEO), search engine marketing (SEM), mobile marketing, email marketing, and social media marketing. (3 units) *Prerequisites: BA 304, BA 350*

Course Objectives

Digital age has brought with it a dramatic shift in marketing. Wealth of data generated online allow for unprecedented levels of customer centricity, new channels of distribution, and pricing options. These changes are not "tactical", they require a fundamental re-evaluation of marketing strategies. In this course we will obtain a working knowledge of challenges and opportunities

internet present to modern companies, as well as acquire practical skills of managing online marketing campaigns and data analysis.

Upon completion of the course students will be able to:

- 1) Formulate a data driven digital marketing strategy;
- 2) Identify channels suitable for company's marketing objectives;
- 3) Select and track relevant KPIs;
- 4) Create paid search, paid social, content, and email marketing campaigns;
- 5) Use Excel to summarize and analyze digital campaign performance;
- 6) Optimize digital marketing campaigns through A/B testing;

Procedures and methodology

Lecture method is combined with in-class discussions, pre-class and post-class home assignments of various kinds. Core concepts identified from textbooks and supplementary sources will be applied to the real life situations during class activities. This class is practical in nature: in-class demonstration of various digital marketing tactics will be organized and are essential for the class success.

Class Rules

1. **Class attendance** is required. Attendance will be taken each class at a time chosen by the instructor.
2. Students are required to **arrive to class on time**.
3. Note, that the only email that students are allowed to use is the one provided by the Lincoln University. Once you receive an invitation to the course website, make sure to **set up your profile** in such a way that it would be possible for the instructor to identify you - use your name (as it is in the Lincoln University records) as your primary ID and your Lincoln University email as you secondary ID as well as a profile photo.
4. Submissions of home assignments will be conducted via the course website only (Canvas Instructure). **Absolutely no hard copy or email submissions will be accepted!** The acceptable format for assignment submission is .txt, .doc, .docx, and .pdf.
5. The class website will contain course syllabus, announcements, assignments and supplementary materials. **Registering on the website is the responsibility of a student.**
6. All quizzes, exams, assignments, and projects must be completed and handed in on time. **Late submissions will result in lower grade** (each day of delay costs 4% points).
7. All quizzes, exams, and class assignments **cannot** be made up. No extra-credit assignment is available "upon request".
8. **No cheating and no plagiarism, please!** Detected cheating/plagiarism will result in "F" for the assignment. (This rule is very strictly enforced, no exceptions!).
9. All grades will be made available to students through the **course website**.

Course Project

The course project is an essential part of the course. Either individually or in groups (depending on the number of students in class) you will prepare a digital marketing strategy for an existing company. The company must be selected by the third week of the course (preferably, sooner). A more detailed explanation of course project requirements will be provided in class.

Final Exam

The exam will consist of questions based on lectures, assigned chapters and supplementary reading.

Assessment Criteria

All assignments, quizzes, projects and exams are evaluated using the indicated system:

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	60-66	D
80-82	B-	0-59	F
77-79	C+		

Tentative Weights

Final grade will consist of the following components:

Homework	50%
Project	25%
Final Exam	25%

Letters of recommendation

Letters of recommendation will be provided upon request only to students, who have completed all course requirements and obtained a total score of not less than 94%.

Course Outline

	Topic	Chapter
1	a) Introduction. b) Digital marketing mindset: How internet, social media, mobile platforms, and data change marketing?	Ch. 1 - 3 (Kaufman)
2	New marketing normal: Towards integrated digital marketing	Ch. 4-6 (Kaufman)
3	Customer strategy and digital marketing channels	Ch. 7 (Kaufman) Ch. 23-25 (Winston)
4	Content marketing	Ch. 8 (Kaufman); decks
5	Social media	Ch. 8 (Kaufman); decks
6	Search engine optimization	Ch. 8 (Kaufman); decks
7	(S)CRM and Email marketing	Ch. 8 (Kaufman); decks
8	Basics of UX and Lead Gen	Decks
9	Pay per Click Online advertising. Google AdWords	Ch. 36 (Winston)
10	Google Analytics	Decks
11	Using Excel to Summarize Marketing Data	Ch. 1-3 (Winston)
12	Measuring effectiveness of advertising	Ch. 34, 35 (Winston)
13	Campaign planning and budgeting	Decks
14	Course Project Presentation	
15	Final Exam	Comprehensive