



Lincoln University

BA 351 – Digital Marketing

COURSE SYLLABUS

Spring, 2018

Instructor: Prof. Sergey Aityan, PhD, DSc
Lecture Schedule: Thursday, 12:30 PM – 3:45 PM

Credits: 3 units

Level: Mastery 2 (M2)

Office Hours: Monday, 11:15 AM – 12:15 PM

Students are advised to schedule appointments by signing their names on the appointment list which is located on the information board next to the professor's office that will ensure exact appointment time without waiting.

Additional office hours by appointment.

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☎: (510) 628-8016

Assistant to the TBD

Instructor: **e-mail:** TBD

Textbooks: Digital Marketing: Integrating Strategy and Tactics with Values by Ira Kaufman, Chris Horton, Routledge, 368 pages
ISBN-13: 978-0415716758
ISBN-10: 0415716756

*** previous editions of this book are okay too ***

Last Revision: January 3, 2018

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

COURSE OBJECTIVES

- Formulate a data driven marketing strategy
- Identify channels suitable for company's marketing objectives
- Track campaign performance using appropriately selected KPIs
- Create paid search, paid social content, and email marketing campaign
- Optimize digital marketing campaigns through A/B testing.

COURSE LEARNING OUTCOMES

	Course LO	Program LO	Institutional LO	Assessment
1	Formulate a data driven digital marketing strategy	PLO 1	ILO 1b, ILO 2b	Course Project, Home assignments
2	Identify channels suitable for company's marketing objectives			
3	Track campaign performance using appropriately selected KPIs			
4	Create paid search, paid social, content, and email marketing campaigns			
5	Optimize digital marketing campaigns through A/B testing			
6	Generate budgets for digital marketing campaigns			
4	Communicate digital marketing objectives and strategy to relevant stakeholders.	PLO 3	ILO 2b, ILO 5b	Course project

REQUIREMENTS

Continuous assessment is emphasized. Written or oral quizzes will be given every week. Reading and written home tasks and “business case study” assignments will be made throughout the course. Students must complete all home tasks, other assignments, and take all quizzes, mid-term exam and final exam on the dates due. Zero tolerance to plagiarism and cheating is enforced.

This is a direct classroom instruction course.

COURSE PROJECT

Every student must complete, submit, and present the assigned course project.

ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

CLASSROOM CONDUCT

- Students have to be in class in time before lecture begins.
- Students should not use cell phones in class. Cell phones have to be turned off while in class.
- Students are encouraged to ask questions and make comments but first ask permission to do so.
- Students should not disrupt learning process in class.
- Student conduct that disrupts the learning process will not be tolerated and instructors may ask students to leave the class session, which could eventually lead to administrative disciplinary action and/or removal from the class depending on the severity of the misconduct and if there are patterns of misconduct.

EXAMS

Both, midterm and final exams are structured as written essay to answer the given questions. Each exam includes six questions. The essay must be written clearly and easy to read, structurally with clear logical presentation of the answers. Graphs, charts, tables, and other supporting illustrations are required if needed. Examples to illustrate the answers are required.

Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The final exam is comprehensive, i.e. includes the whole course. The exams are neither “open book” nor “open notes.”

Cheating in exam results in immediate termination of the exam, grade “F” with ZERO points, and report to the dean.

GRADING AND SCORING

All activities will be graded according to the points as shown below.

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	93-100	90-92	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

In exams, every answer is graded by points from 0 to 100 and the total points for an exam are calculated as the average of the points received for all answers in the exam.

The final grade for the course will be given as the total weighted score for all activities according to the percentage shown in the table below.

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	20%
Course project		20%
Mid-term exam	In the middle of the course	30%
Final exam	Last week of the course	30%

If both grades for the midterm and final exams are “F” the term grade for the course is “F” regardless of the grades for other activities.

COURSE SCHEDULE

Lectures		Topic	Chapters
#	Date		
1	18-Jan	(a) About the Course (b) Transforming from Traditional to Digital Values	Ch. 1
2	25-Jan	(a) A Digitally Challenged Enterprise (b) Drivers of Change	Ch. 2 Ch. 3
3	1-Feb	Fundamentals of the New Marketing Normal	Ch. 4
4	8-Feb	Managing the New Marketing Normal	Ch. 5
5	15-Feb	Integrated Digital Marketing	Ch. 6
6	22-Feb	Define and Establish	Ch. 7
7	1-Mar	(a) Define and Promote (b) Connect and Convert	Ch. 8 Ch. 9
8	8-Mar	Midterm Exam	Ch. 1 - 9
	15-Mar	Spring Break – No classes	

9	22-Mar	Measure and Refine	Ch. 10
10	29-Mar	Digital Alignment	Ch. 11
11	5-Apr	Structural Integration	Ch. 12
12	12-Apr	Evaluation and ROI	Ch. 13
13	19-Apr	(a) Building Shared Value (b) Social Business to Digitally Integrated Organization	Ch. 14 Ch. 15
14	26-Apr	Comprehensive Final Exam	Ch. 1 - 15
15	3-May	Course Project Presentation and Defense	

CHEATING AND PLAGIARISM

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to, the following:

- (a) plagiarism;
- (b) copying or attempting to copy from others during an examination or on an assignment;
- (c) communicating test information with another person during an examination;
- (d) allowing others to do an assignment or portion of an assignment;
- (e) using a commercial term paper service.

Penalties for cheating and plagiarism range from a 0 or F on an assignment, through an F for the course, to expulsion from the university. Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Dean of Students, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action.

LETTERS OF RECOMMENDATION

Letters of recommendation will be provided upon request to students, who have completed all course requirements and received grade "A" for the course.

OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come on time. Late arrivals disturb everyone else.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- Questions and comments during the class are welcome. Do not hesitate to ask questions – do not leave anything unclear for you.

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in a classroom.

APPENDIX A. PROGRAM AND INSTITUTIONAL LEARNING OUTCOMES.

Institutional Learning Outcomes (ILOs)	
<i>MBA Graduates of Lincoln University should be able to:</i>	
1b	Recognize and be able to work with the components of reasoning and problem solving; understanding concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
2b	Gather and assess relevant information, using abstract ideas to interpret it effectively; being able to develop well-reasoned conclusions and solutions, and testing them against relevant criteria and standards
3b	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
4b	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
5b	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
6b	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
7b	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

Program Level Outcomes (PLOs)	
<i>Students graduating our MBA program will be able to:</i>	
1	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
2	Use theoretical knowledge and advanced problem solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
3	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices
5	Demonstrate leadership and set strategic objectives for team performance
6	Identify ethical issues/problems in business organizations and reach decisions within ethical framework

APPENDIX B. CLASSIFICATION OF LU CURRICULUM COURSES.

Code	Classification	Description
Courses 300 level w/o graduate prerequisites	Mastery 1 (M1)	Mastery 1 courses introduce graduate level concepts and ideas in a specific field of study and provide an opportunity to initiate the development of graduate level competences.
Courses 300 level with graduate prerequisites	Mastery 2 (M2)	Mastery 2 courses build upon students' execution of Mastery 1 learning outcomes and allow for further development of students' mastery of concepts, ideas, and competences in the specific field of study.
Courses 398, 399	Mastery 2 / Assessment (M2A)	Mastery 2/Assessment courses are structured to provide opportunity to assess students' achievements of set program learning outcomes.
Courses 400 level	Mastery 2 / Research (M2R)	Mastery 2/Research courses employ individual research project to deepen students' understanding of the subject developed in lower level courses and to equip students with knowledge and skills required by MS and DBA degree programs.
Courses 500 level	Doctorate Assessment (DA)	Doctoral Assessment courses are doctorate level seminars and research activities fostering the highest level of professional expertise by providing continuous assessment and development of students' ideas and analytical skills in the context of the doctorate program.