



# Lincoln University

## BA 351 – Digital Marketing

### COURSE SYLLABUS

Department of Business and Economics  
Fall 2019

**Credit:** 3 units (45 lecture hours)  
**Instructor:** Dr. Alexander Anokhin  
**Lecture Schedule:** Monday, 3:30 – 6:15 pm  
**Office Hours:** Monday, 2:30 – 3:30 pm  
**E-mail:** aanokhin@lincolnuca.edu

**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:** August 10, 2019

### 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 Overview

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.

### **Course Learning Outcomes<sup>1</sup>**

Upon completion of the course students will be able to:

1. Formulate a data driven digital marketing strategy;
  - *Assessment Activities:* Course project, home assignments
2. Identify channels suitable for company's marketing objectives
  - *Assessment Activities:* Course project, home assignments
3. Track campaign performance using appropriately selected KPIs
  - *Assessment Activities:* Course project, home assignments
4. Create paid search, paid social, content, and email marketing campaigns;
  - *Assessment Activities:* Course project, home assignments
5. Optimize digital marketing campaigns through A/B testing
  - *Assessment Activities:* Course project, home assignments

### **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.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

### **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. Submissions of home assignments will be conducted via the course website only (Canvas). No hard copy or email submissions will be accepted.
4. 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).
5. All quizzes, exams, and class assignments cannot be made up. No extra-credit assignment is available "upon request".
6. Detected cheating/plagiarism will result in "F" for the assignment.

### **Course Project**

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<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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 a case study. Tasks will be 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	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