ONLINE MASTER OF SCIENCE IN ANALYTICS
MGT 6311 DIGITAL MARKETING
Scheller College of Business
Georgia Institute of Technology

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TEACHING ASSISTANTS:
- TBA

RECOMMENDED PREREQUISITE
- MGT 8803

COURSE DESCRIPTION

Digital Marketing has evolved from traditional marketing channels (radio, print, television, etc.) to include the online/internet channel and has grown significantly over the past ten years. The pace of new technology development and the ways consumers are interacting with various technologies has also been growing rapidly. Marketing executives are faced with new challenges to determine creative, cost-effective ways to create brand awareness, engage their audience, and establish strong brand reputations. Social media and mobile have established new positions in the marketing arsenal alongside more mature online components such as email and search advertising. Assembling the right mix of tactics to support an organization's overarching marketing strategy while also maximizing efforts through integrated marketing communications poses great opportunities and challenges for large and small businesses alike.

Understanding the various components of the online marketing channel at a high level is a prerequisite for leveraging these tactics effectively in an applied environment. This course will explore elements including:

- Digital marketing strategy
- Online brand building/storytelling
- Social media marketing
- Online lead generation
- Mobile marketing
- Digital thought leadership

In addition to providing exposure to the tactical components of the online marketing channel, this course will also impart practical knowledge through real-world case examples and presentations from industry practitioners. Much like the field of digital marketing, this course is intended to be interactive with a healthy level of class participation and Q&A.

LEARNING OBJECTIVES

The primary goals of this course are to provide awareness of the various marketing strategies and tactics available within the digital channel and an understanding of how they can be applied to achieve strategic business objectives. This course has been designed to be an active learning experience that strikes a balance between providing established frameworks and factual information while also

exploring innovative, creative solutions that do not necessarily have a "right" answer or method. The purpose of this approach is to engage you in a way that builds upon your learning in a practical manner that can be applied in real-world business situations.

After taking this course, students should be able to:

- Explain the major components of a digital marketing strategy.
- Understand the implications of using digital tactics to accomplish various business goals and objectives for both B2B and B2C organizations.
- Identify the components of each digital marketing tactic and be able to explain how they function within the broader context of marketing.
- Recognize various digital marketing organizations, news sources, industry thought leaders, and networking channels.
- Differentiate between the many disciplines/roles within the digital marketing field, both within the agency model and the traditional organization model

TEXTBOOKS/READINGS

- Required: The Harvard Business Publishing course-pack associated with this course can be accessed via the following link https://hbsp.harvard.edu/import/1162747
- Required: eMarketing: The Essential Guide to Digital Marketing, Rob Stokes (7th Ed.), https://www.redandyellow.co.za/textbook/

COMMUNICATION

Instructor Communication: All communication from your instructor will take place in Canvas. You are expected to check Canvas every day for important course-related information. However, by following the instructions provided in the course, you can also ensure that you do not miss important instructions, announcements, etc. by adjusting your account settings to receive important information directly to your email account or cell phone. For more details, log into Canvas, enter the course, and see the section entitled "Before You Begin: Instructions for Getting Started."

Content Questions and Help: Because questions can often be addressed for the good of the group, please do not email your questions directly to the instructor. Instead, course and content questions will be addressed on Ed Discussion. Feel free to set your post to private to ask questions about your grade or other issues unique to you. For more information, log into Canvas, enter the course, and see the section entitled "Before You Begin: Instructions for Getting Started."

Office Hours. Live office hours will be conducted every week via Zoom. These sessions will be both an opportunity for the instructor to respond to questions related to course content and logistics. All sessions will be recorded and archived if you are unable to attend or wish to reference them later. The recording links are posted to the 'Media Gallery' page in Canvas. It can be accessed by selecting Media Gallery from the left side navigation in Canvas. If no pertinent questions are asked during a weekly office hours session, there may be no recording posted.

STUDENT EFFORT

Students are expected to devote 8-10 hours per week to complete the course requirements. This guideline encompasses all class activities, including reading the textbook and supplementary resources, watching lesson videos, participating in office hours and forum discussions, completing homework assignments, and studying for exams. Of course, students can spend as much time as necessary, but it is important to be careful not to fall behind.

GRADING

Grades will be assigned on the following basis:

Mini-Case Group Discussions (9)	20%
Major-Case Reflections (5)	20%
Midterm Exam	30%
Final Exam	30%

The following grading scale will be used in the course:

- 90-100%:   A
- 80-89.9 %:   B
- 70-79.9 %:   C
- 60-69.9 %:   D
- below 60%:   F

Grading Policy: Grading is performed weekly by the professor and TA's. The target completion day for grading assignments is the end of each week (Friday) with grades posted and released on canvas by the Sunday after an assignment's due date. In some instances, a holiday or other conflict may delay grading by a day or two.

Regrading Policy: If you believe that there is a factual justification for a request for a regrade of any assignment, you must submit the request in writing **within a week of that assignment's grade posting**. Your request for regrade should include the following:
1) Name of assignment
2) A brief statement explaining why you think your assignment should be regraded and point to one or more specific factual items in the submitted assignment that you believe require a TA to regrade the assignment. Regrades may take some additional time so please be patient regarding this. Note that **a regrade could result in a lower grade** in some instances if additional errors are discovered in the assignment already graded.

COURSE SCHEDULE

Please see Canvas for a copy of the course schedule.

LESSONS

Video lessons and all other course content are in Canvas.

Learning will be facilitated through video modules that reinforce and add to the chapters in the textbook. To ensure an element of real-world application to the course, an array of case studies is also incorporated into the curriculum. It is expected that each student read and review the textbook chapters and cases noted in the course schedule.

ASSIGNMENT GUIDELINES

To ensure clarity regarding the individual work you will do related to mini-case and major case assignments, **you are prohibited from using external resources to complete <u>any and all</u> graded assignments in this course (unless directed to do so) regardless of reference.**

Mini-Case Group Discussions

Throughout the semester, you will be asked to read a short case study at the end of the chapter and post your analysis within Canvas. For each discussion, you will be required to post your own reflection and to reply to one of your classmate's reflections.

The following guidelines will be used to <u>deduct</u> points for the mini cases if they are not completed fully and on time:

Initial Post

Not answering a question (question as % of total questions):	25-33 points
Not addressing a question correctly:	1-33 points
Not submitting post by the deadline:	100 points

Reply Post

Not replying to a classmate's post by the deadline:	50 points

Note: the lowest mini-case assignment grade will be dropped. If you are unable to complete a mini-case assignment at any point during the semester, this will count toward your dropped assignment.

Your initial post & the reply-posts must be submitted in Canvas by 11:59 pm EST on Sunday of the same week in which it is due. Keep in mind that if you postpone the initial post till the 11:59 PM Sunday deadline, you may not have time to submit your reply post so please plan accordingly rather than leaving things to the last minute.
Also, please formulate and proofread your initial post responses on a separate document. <u>Once posted, you cannot redo and resubmit it as you are only permitted to respond to a minicase question for each case one time.</u>

MAJOR-CASE REFLECTIONS

Case Study Reflections will be collected throughout the semester to provide an opportunity to read about real-world digital marketing scenarios and to analyze the associated business challenges and

solutions. Each case has its own considerations and challenges. You will be required to write a reflection (2 pages minimum, 4 pages maximum) that addresses the questions I provide. <mark>You are permitted to submit your response twice, but we will only grade the most recent submission</mark>. In general, try to make only one submission and do not upload the case itself or an incorrect version of your response. Once the case submission deadline is past, you will not be able to submit your case responses. Be sure your submission is complete, and you are confident it addresses the questions completely prior to submitting your response. Also, **do not include the questions from the assignment in your responses** **you will be penalized for doing that**. Simply number your responses to denote the question being answered.

The following guidelines will be used to **deduct** points for the major cases if they are not completed fully and on time:

Not answering a question (question as % of total questions):	25-33 points
Not addressing a question correctly:	1-33 points
Including the assignment questions in the response:	20 points
Not submitting the case reflection by the deadline:	100 points

Case reflections must be submitted on Canvas by 11:59 pm EST on the due date stated on the course schedule. You can submit your response for each case *two times but only the most recent submission will be graded.*

Note: Assignments not completed on time will not be accepted without at least 48 hours' notice prior to the assignment due date or a university approved excuse. Please remember it is your responsibility to ensure you have an internet connection and can submit the assignments prior to the due date/time. I strongly encourage you to set a personal deadline at least 1 hour prior to the actual deadline to ensure there are no issues.

EXAMS

The midterm and final exams account for 60% of your overall grade and are equally weighted. Exams will cover only the readings and the lesson videos and will consist of only multiple-choice questions. The midterm will cover only the content learned in Weeks 1-5 of the course and the final exam will cover only the content learned in Weeks 6-10.

Exams in this course will be proctored and timed. A proctored exam is like one that you would take in the classroom. This means no open books, notes, web browsers, or similar resources are allowed, unless otherwise stated by your professor. The use of mobile phones and tablet devices is also prohibited.

Honorlock is utilized for student identity verification and exam proctoring. Honorlock provides student identity verification via facial and ID photos. You must have a secure private location to take an exam. You will also be asked to scan the room around you AND importantly the workspace on which you are taking the exam. During the exam, your face must be clearly visible (not obscured by any masks, caps, or hoods). Room scans not completed slowly and thoroughly including a scan of your desk where you are taking the exam can be cause for investigation of academic dishonesty. While we encourage you to keep the contact number of honorlock in the event you run into any problems during the exam, you should keep it nearby but not on the desk/work surface where you are taking the exam. The exam surface should be completely free of any written material, books, and other digital devices to remove

any potential flags for academic dishonesty. For proctored exams, Honorlock employs AI technology to notify course instructors of potential academic integrity violations. Course instructors can review video of the potential violations and resolve potential academic integrity issues. For each course in which the Honorlock is used, you will have the opportunity to take an on-boarding test, so you are familiar with how it works. Honorlock requires the installation of Google Chrome and the Honorlock Chrome extension.

Exams may be taken at any time before the deadline and must be **submitted on Canvas by 11:59 pm EST on the due date**. Any submission after this time (regardless of whether it is by minutes, hours, or days) will not be accepted. There is **NO GRACE PERIOD** for taking the exam. **Students** are responsible for making sure that their systems are compatible with the proctoring software and that they enter the exam with enough time to spare to ensure they receive the full testing time.

Plagiarism

Plagiarism is considered a serious offense. You are not allowed to copy and paste or submit materials created or published by others, as if you created the materials. This also includes large portions of text copied from the course material. All materials submitted and posted must be your own original work. When we encounter instances of this, it takes significant time on our part to investigate this and can significantly delay the grading process.

Please note that before grading, we review the plagiarism score generated by an automated plagiarism detection tool that runs through every single submission and flags submissions that have a high level of similarity to outside material that includes many of the popular student reference sources (e.g., course hero), prior assignments submitted both to Georgia Tech and to other partner schools, and numerous publicly available online resources often used by students. In addition, this software flags items that are highly likely to be created by AI sources. We are also provided reports that compare specific areas in the submitted assignment to the source document from which material may have been copied to enable us to evaluate the submission. When we encounter problematic flags by the automated system for submissions, we check these submissions for potential plagiarism and then submit that assignment to the Georgia Tech Office of Student Integrity (OSI). Once submitted to the OSI, the matter is out of our hands and that office then handles the process for further investigation and decision related to the submitted work. Any assignment submitted for this review does not receive a grade till we hear the decision made related to this by OSI.

If the decision of the OSI office confirms plagiarism, the outcome can be a zero for that assignment (if a first-time offense) or a fail-grade in the class (for a repeat offense in any course taken at Georgia Tech), or suspension from Georgia Tech (for more than two offenses). It is, therefore, simply NOT worth your time and effort to engage in plagiarism which includes using material in your responses without attributing proper credit in the form of citations and references to any material whether it is from the course material or from outside sources (which in most cases you are expressly forbidden from doing for completing course assignments). In any case, using large chunks of material from outside sources is not good academic practice and we expect each student to use their own intellectual resources in responding to the case questions after reading the cases and reviewing the course material.

STUDENT HONOR CODE

You are responsible for completing your own work.

All OMS Analytics degree students are expected and required to abide by the *letter* and the *spirit* of the https://osi.gatech.edu/students/honor-code. The teaching assistants and I will also abide by these honor codes. I am very serious about this expectation because ethical behavior is extremely important in all facets of life. Be sure to review the Georgia Tech Honor Code. Any OMS Analytics degree student suspected of behavior in violation of the Georgia Tech Honor Code will be referred to Georgia Tech's Office of Student Integrity.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services at (404) 894-2563 or their website, to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible to set up a time to discuss your learning needs.