

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

PROFESSOR: Dr. Alka Citrin: Alka@gatech.edu

TEACHING ASSISTANTS:

- TBA

RECOMMENDED PREREQUISITE

- MGT 8803

COURSE DESCRIPTION

This course prepares students to thrive in that dynamic digital environment, equipping them with the strategic insight and practical understanding needed to lead marketing strategies in a fast-changing digital landscape. Digital marketing is no longer simply an extension of traditional media—it is the driving force behind how modern brands grow, compete, and connect. In an era defined by rapid advances in data, automation, AI, and ever-evolving digital platforms, marketers must navigate a constant stream of new tools and technologies that are transforming the practice of marketing.

Students gain a high-level yet applied understanding of today's digital marketing ecosystem. As consumers engage across an expanding array of digital touchpoints, marketing leaders face both immense opportunity and increasing complexity. They must craft creative, cost-effective strategies to build brand awareness, foster meaningful engagement, generate qualified leads, and cultivate strong brand reputations. Social media and mobile marketing now operate alongside established channels such as email and search advertising, while emerging technologies continue to reshape personalization, targeting, automation, and performance measurement. Success requires not only mastering individual tactics but integrating them into a cohesive strategy aligned with organizational goals

Designed to mirror the fast-moving nature of the field itself, the course emphasizes critical thinking, and hands-on application—preparing students to make informed, agile decisions in an ever-evolving marketing landscape. Students will explore a range of topics including:

- Digital marketing strategy and planning
- Online brand building and storytelling
- Social media marketing
- Online lead generation and conversion
- Mobile marketing
- Digital thought leadership

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/1420252>
- Required: eMarketing: The Essential Guide to Digital Marketing, Rob Stokes (7th Ed.), <https://www.redandyellow.co.za/textbook/> (this book is free to download as a pdf file after you enter your information on the publisher’s website).

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. If you have some personal issue which you wish to only communicate to the instructor, feel free to email me directly. 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 are not tutorials but rather, are an opportunity for students to interact with the instructor and also to ask specific questions related to course content and logistics. All sessions will be recorded and archived for the benefit of all students. Hence, all students can access these office hour recordings 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.

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)	25%
Major-Case Analysis (5)	25%
Midterm Exam	20%
Final Exam	20%
Quizzes (X 3)	10%

The following grading scale will be used in the course. There is no curving of the final grades

- 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. Your request for regrade should be submitted within a week of that assignment's grade posting as a private message on the Ed discussion board and 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. Make sure you read the TA's grading comments carefully to ensure you understand what they are stating as important considerations to make your response stronger.

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 should rely primarily on the assigned textbook content as well as the recorded lectures. If you wish to learn more about any topic to help you better understand a concept, you should integrate that new knowledge and express it in the relevant context of the case in your own words showing an integration of the material from the book and lectures. In no instance, copying from other students' work (both past and current) or citing large quantities of text from any source is permitted. If using an outside source, do so very sparingly and ensure you cite it correctly where used and provide a full reference at the end of your submission. You are free to use any referencing style but pick one and stick with it. In general, you are not expected to be conducting research outside the course material (textbook, lectures, and cases).

When responding to questions for the mini cases or the major cases, your responses should be thoughtful, incorporate knowledge and concepts covered in the readings and lectures and be presented in a format that is suitable for senior executives in a firm to understand and implement (as appropriate). Vague musings about ideas not grounded in concrete concepts will result in points being deducted.

Mini-Case Group Discussions

Throughout the semester, you will be asked to read a short (mini) case study at the end of an assigned textbook chapter and to post your responses to the provided case questions (respond to the case questions given on Canvas rather than questions appearing at the end of the case). For each discussion, you will be required to first submit your own responses to the provided case questions and then to reply to any **one** of your classmate's response posts (**you only need to post one response post**). **It is your responsibility to ensure that your own reply to a post is posted correctly. Please recheck after posting to ensure that is the case.** Sometimes, students forget to submit their response post and cannot receive credit for it.

The following guidelines will be used to deduct 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:	20 points
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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. Once posted, you cannot redo and resubmit it as you are only permitted to respond to a minicase question for each case one time. **After submitting your post, check again to ensure that your submission posted.** Finally, be careful that you respond to the correct mincase questions.

MAJOR-CASE RESPONSES

You will read five major cases (which you will purchase as a HBS course pack using the link provided to you) over the semester and are expected to respond to questions related to the case. These cases 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 are required to write well thought out responses to the questions given to you on canvas using information provided in the related chapters and data in the case itself to formulate and justify your responses (2 pages minimum, 4 pages maximum). Carefully check your document with your responses before submitting. **You are permitted to submit your responses a maximum of two times (as long as it is submitted before the due date) but we will only grade the most recent submission.** 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. Students sometimes submit the case itself rather than their response to the case so please label your files correctly and upload the correct version.

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

Approximately, eight hours after the major case submission date is passed, a debrief video for that case will be unlocked and **you should watch it to learn more about the case and its outcome.** Each debrief video includes a knowledgeable industry practitioner who discusses the case concepts.

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 generally not be accepted without at least 48 hours' notice prior to the assignment due date or a documented 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. While we set the system to accept a submission for a few hours past the 11:59 PM

deadline, this later submission option is to be used only as an exception for technology related reasons. After that flex time, there is no further opportunity to submit the file and I strongly encourage you to set a personal deadline at least 1 hour prior to the actual deadline to ensure there are no issues in submitting.

EXAMS

The midterm and final exams account for 40% of your overall course grade and are equally weighted. Exams will cover only the Text book readings and the lesson lecture videos and will consist of multiple-choice questions. The midterm will cover only the content learned in Weeks prior to the mid term exam of the course and the final exam, which is **not cumulative**, will cover only the content learned in the weeks following the mid term exam.

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 books, notes, cheat sheets, scratch paper, 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 both exams are scheduled for Wednesdays and must be **submitted on Canvas by 11:59 pm EST on the due date**. There are a few hours grace time set for the exams to deal with last minute technology issues that might arise, but this should be used only in an emergency. After that period is passed, students forfeit that exam's grades unless they have a documented university excused absence. **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.

Quizzes: Quizzes will cover material from specific chapters and will allow you to review and test yourself on the material assigned to be tested as well as provide you with samples of the types of questions you will see in the exams. These short quizzes are **open book timed quizzes** may be taken anytime but must be completed before the deadline for that quiz. Once started, the quiz must be completed in that sitting before the time set expires.

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.