


Fall 2021
MGT 6311 Course Schedule

Week	Date	Topic	Pre-Readings	Events, Assignments, & Assessments
		All lessons can be found in Canvas		<p>All events, assignments, and assessments can be found in Canvas</p>  <p>All discussion posts, assignments, and exams are due by 11:59 pm EST on the date listed in this column.</p>
1	Aug 23	Digital Marketing Overview and Strategy	<ul style="list-style-type: none"> eMarketing, Chapter 1 eMarketing, Chapter 2 eMarketing, Chapter 3 eMarketing, Chapter 4 	<ul style="list-style-type: none"> Discussion: Vets Now – initial post due by Sunday, August 29. <i>Please note that initial posts will usually be due on Thursday but, because this is the first week, the due date has been pushed to Sunday to give you more time. You must, however, have both the initial post and the reply post due by August 23 so plan accordingly.</i> Discussion: Vets Now – reply post due by Sunday, August 29.
2	Aug 30	Display Advertising	<ul style="list-style-type: none"> eMarketing, Chapter 12 	<ul style="list-style-type: none"> Discussion: Post-It – initial post due by Thursday, September 2 Discussion: Post-It – reply post due by Sunday, September 5
3	Sep 6	Paid Search Advertising	<ul style="list-style-type: none"> eMarketing, Chapter 11 	<ul style="list-style-type: none"> Discussion: Frooition– initial post due by Thursday, September 9 Discussion: Frooition – reply post due by Sunday, September 12
4	Sep 13	Major Case Study #1: The Vanca	<ul style="list-style-type: none"> Case: The Vanca – Integrated Digital Marketing / Digital Brand Building 	<ul style="list-style-type: none"> Major-Case Reflection #1: The Vanca – due by Sunday, September 19

5	Sep 20	Search Engine Optimization	<ul style="list-style-type: none"> eMarketing, Chapter 8 	<ul style="list-style-type: none"> Discussion: Llyod's Pharmacy Online Doctor – initial post due by Thursday, September 23 Discussion: Llyod's Pharmacy Online Doctor – response post due by Sunday, September 26
6	Sep 27	Major Case Study #2: Bazaar & Midterm Exam	<ul style="list-style-type: none"> Case: Bazaar – Measuring ROI in Paid Search 	<ul style="list-style-type: none"> Major-Case Reflection #2: Bazaar – due by Sunday, October 3 Midterm Exam – must be taken by Sunday, October 3 (11:59 p.m. EST)
7	Oct 4	Video Marketing	<ul style="list-style-type: none"> eMarketing, Chapter 19 	<ul style="list-style-type: none"> Discussion: Nike Chicago Cubs Someday – initial post due by Thursday, October 7 Discussion: Nike Chicago Cubs Someday – response post due by Sunday, October 10
8	Oct 11	Mobile Marketing	<ul style="list-style-type: none"> eMarketing, Chapter 7 	<ul style="list-style-type: none"> Discussion: ASB Digital Piggybank – initial post due by Thursday, October 14 Discussion: ASB Digital Piggybank – response post due by Sunday, October 17
9	Oct 18	Major Case Study #3: Starbucks	<ul style="list-style-type: none"> Case: Starbucks – Mobile Marketing / Brand Loyalty 	<ul style="list-style-type: none"> Major-Case Reflection #3: Starbucks – due by Sunday, October 24
10	Oct 25	Email Marketing	<ul style="list-style-type: none"> eMarketing, Chapter 18 	<ul style="list-style-type: none"> Discussion: Global Giving – initial post due by Thursday, October 28 Discussion: Global Giving – response post due by Sunday, October 31
11	Nov 1	Social Media Marketing	<ul style="list-style-type: none"> eMarketing, Chapter 13 eMarketing, Chapter 16 eMarketing, Chapter 17 	<ul style="list-style-type: none"> Discussion: Fjordland – initial post due by Thursday, November 4 Discussion: Fjordland – reply post due by Sunday, November 7
12	Nov 8	Major Case Study #4: WestJet	<ul style="list-style-type: none"> Case: West Jet – New Social Media 	<ul style="list-style-type: none"> Major-Case Reflection #4: West Jet – due by Sunday, November 14

			Platform Adoption	
13	Nov 15	Conversion Optimization and Data Analytics	<ul style="list-style-type: none"> eMarketing, Chapter 20 eMarketing, Chapter 21 	<ul style="list-style-type: none"> Discussion: eFinancialCareers – initial post due by Thursday, November 18 Discussion: eFinancialCareers – reply post due by Sunday, November 21
	Nov 22	<i>Thanksgiving Break</i>		
14	Nov 29	Major Case Study #5: Audio Advice	<ul style="list-style-type: none"> Case: Audio Advice – Shifting to Online Retail / Sub-Branding 	<ul style="list-style-type: none"> Major-Case Reflection #5: Audio Advice – due by Sunday, December 5
15	Dec 6	Final Exam – must be taken by Thursday, December 16 (11:59 p.m. EST)		