

**Fall 2022**  
**MGT 6311 Course Schedule**

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Pre-Readings</b>	<b>Events, Assignments, &amp; Assessments</b>
		All lessons can be found in Canvas		All events, assignments, and assessments can be found in Canvas  <b>All discussion posts, assignments, and exams are due by 11:59 pm EST on the date listed in this column.</b>
1	Aug 22	Digital Marketing Overview and Strategy	<ul style="list-style-type: none"> <li>eMarketing, Chapter 1</li> <li>eMarketing, Chapter 2</li> <li>eMarketing, Chapter 3</li> <li>eMarketing, Chapter 4</li> </ul>	<ul style="list-style-type: none"> <li>Discussion: Vets Now – initial post due by <b>Sunday, August 28</b>. <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 <b>both the initial post and the reply post due by August 28</b> so plan accordingly.</i></li> <li>Discussion: Vets Now – reply post due by <b>Sunday, August 28</b>.</li> </ul>
2	Aug 29	Display Advertising	<ul style="list-style-type: none"> <li>eMarketing, Chapter 12</li> </ul>	<ul style="list-style-type: none"> <li>Discussion: Post-It – initial post due by <b>Thursday, September 1</b></li> <li>Discussion: Post-It – reply post due by <b>Sunday, September 4</b></li> </ul>
3	Sep 5	Paid Search Advertising	<ul style="list-style-type: none"> <li>eMarketing, Chapter 11</li> </ul>	<ul style="list-style-type: none"> <li>Discussion: Frooition– initial post due by <b>Thursday, September 8</b></li> <li>Discussion: Frooition – reply post due by <b>Sunday, September 11</b></li> </ul>
4	Sep 12	Major Case Study #1: The Vanca	<ul style="list-style-type: none"> <li>Case: The Vanca – Integrated Digital Marketing / Digital Brand Building</li> </ul>	<ul style="list-style-type: none"> <li>Major-Case Reflection #1: The Vanca – due by <b>Sunday, September 18</b></li> </ul>
5	Sep 19	Search Engine Optimization	<ul style="list-style-type: none"> <li>eMarketing, Chapter 8</li> </ul>	<ul style="list-style-type: none"> <li>Discussion: Llyod’s Pharmacy Online Doctor – initial post due by <b>Thursday, September 22</b></li> <li>Discussion: Llyod’s Pharmacy Online Doctor – response post due by <b>Sunday, September 25</b></li> </ul>

Week	Date	Topic	Pre-Readings	Events, Assignments, & Assessments
6	Sep 26	Major Case Study #2: Bazaar & Midterm Exam	<ul style="list-style-type: none"> <li>Case: Bazaar – Measuring ROI in Paid Search</li> </ul>	<ul style="list-style-type: none"> <li>Major-Case Reflection #2: Bazaar – due by <b>Sunday, October 2</b></li> <li><b>Midterm Exam – must be taken by Sunday, October 2 (11:59 p.m. EST)</b></li> </ul>
7	Oct 3	Video Marketing	<ul style="list-style-type: none"> <li>eMarketing, Chapter 19</li> </ul>	<ul style="list-style-type: none"> <li>Discussion: Nike Chicago Cubs Someday – initial post due by <b>Thursday, October 6</b></li> <li>Discussion: Nike Chicago Cubs Someday – response post due by <b>Sunday, October 9</b></li> </ul>
8	Oct 10	Mobile Marketing	<ul style="list-style-type: none"> <li>eMarketing, Chapter 7</li> </ul>	<ul style="list-style-type: none"> <li>Discussion: ASB Digital Piggybank – initial post due by <b>Thursday, October 13</b></li> <li>Discussion: ASB Digital Piggybank – response post due by <b>Sunday, October 16</b></li> </ul>
9	Oct 17	Major Case Study #3: Starbucks	<ul style="list-style-type: none"> <li>Case: Starbucks – Mobile Marketing / Brand Loyalty</li> </ul>	<ul style="list-style-type: none"> <li>Major-Case Reflection #3: Starbucks – due by <b>Sunday, October 23</b></li> </ul>
10	Oct 24	Email Marketing	<ul style="list-style-type: none"> <li>eMarketing, Chapter 18</li> </ul>	<ul style="list-style-type: none"> <li>Discussion: Global Giving – initial post due by <b>Thursday, October 27</b></li> <li>Discussion: Global Giving – response post due by <b>Sunday, October 30</b></li> </ul>
11	Oct 31	Social Media Marketing	<ul style="list-style-type: none"> <li>eMarketing, Chapter 13</li> <li>eMarketing, Chapter 16</li> <li>eMarketing, Chapter 17</li> </ul>	<ul style="list-style-type: none"> <li>Discussion: Fjordland – initial post due by <b>Thursday, November 3</b></li> <li>Discussion: Fjordland – reply post due by <b>Sunday, November 6</b></li> </ul>
12	Nov 7	Major Case Study #4: WestJet	<ul style="list-style-type: none"> <li>Case: West Jet – New Social Media Platform Adoption</li> </ul>	<ul style="list-style-type: none"> <li>Major-Case Reflection #4: West Jet – due by <b>Sunday, November 13</b></li> </ul>
13	Nov 14	Conversion Optimization and Data Analytics	<ul style="list-style-type: none"> <li>eMarketing, Chapter 20</li> <li>eMarketing, Chapter 21</li> </ul>	<ul style="list-style-type: none"> <li>Discussion: eFinancialCareers – initial post due by <b>Thursday, November 17</b></li> </ul>

Week	Date	Topic	Pre-Readings	Events, Assignments, & Assessments
				<ul style="list-style-type: none"> <li>Discussion: eFinancialCareers – reply post due by <b>Sunday, November 20</b></li> </ul>
	Nov 21	<i>Thanksgiving Break</i>		
14	Nov 28	Major Case Study #5: Audio Advice	<ul style="list-style-type: none"> <li>Case: Audio Advice – Shifting to Online Retail / Sub-Branding</li> </ul>	<ul style="list-style-type: none"> <li>Major-Case Reflection #5: Audio Advice – due by <b>Sunday, December 4</b></li> </ul>
15	Dec 5	<b>Final Exam</b> – must be taken by <b>Thursday, December 15 (11:59 p.m. EST)</b>		