MGT 6311 Digital Marketing
Scheller College of Business
Georgia Institute of Technology

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TEACHING ASSISTANTS:
- TBD

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 necessary 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/841248
- Required: eMarketing: The Essential Guide to Digital Marketing, Rob Stokes (6th 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 Piazza. 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 Blue Jeans. These sessions will be both an opportunity for the instructor to discuss course logistics and content but also an opportunity for you to ask questions. While it is strongly suggested that you participate in these meetings, all sessions will be recorded and archived if you are unable to attend or wish to reference them later. For the meeting schedule, links, and archives, please see the section in your Canvas course entitled "Weekly Videoconferences."

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, with scores rounded to the nearest whole number, will be used in the course:

- 90-100%:   A
- 80-89%:   B
- 70-79%:   C
- 60-69%:   D
- below 60%:   F

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.

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 deduct points for the mini-cases if they are not completed fully and on time:

Initial Post

Not addressing/answering a question: 20 points
Not submitting the initial post by the deadline: 100 points

Reply Post

Not replying to a classmate's post by the deadline: 20 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 must be <u>submitted in Canvas</u> by 11:59 pm EST on Thursday of the week of the discussion; your reply post is due by the same time on Sunday of the same week. You can submit your response for each case <u>only 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 particular considerations and challenges. You will be required to write a reflection (2 pages minimum, 4 pages maximum) that addresses the questions I provide. You are permitted to submit your response one (1) time only. Be sure your submission is complete and you are confident it addresses the questions completely prior to submitting your response.

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

Not addressing/answering a question: 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 <u>only one time</u>.

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 1-6 of the course and the final exam will cover only the content learned in Weeks 7-14.

Exams in this course will be proctored and timed. A proctored exam is similar to 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. For proctored exams, Honorlock employs AI technology to notify course instructors of potential academic integrity violations. Course instructors are able to 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 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. All materials submitted and posted must be your own original work.

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 Georgia Tech 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. To review the Georgia Tech Honor Code, please visit http://osi.gatech.edu/content/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 http://disabilityservices.gatech.edu/, as soon as possible, to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.