

**Business in the Digital Arts**  
**Digital Marketing Design**  
**ATEC 4341.011**  
**Spring 2013**  
**Professor: Nico Smith**

**Instructor Contact Information:**

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ATEC 4340: \_\_\_\_\_ (Subject) \_\_\_\_\_.
- **Twitter:** Without question, the FASTEST way to get a hold of me is Twitter.
  - **@drnicomartini**
  - Please use the hashtag **#atec4340**
  - If you don't know what any of that means... don't worry... you will...

**Course Description:** This course introduces students to the multiply elements of E-Marketing. Emphasis is on tools and techniques appropriate for designing and running an actual E-Marketing campaign.

**Learning Outcomes:**

- Introduce students to the new ways the web has changed the rules of marketing and PR, Social Media Marketing techniques, Search Engine Optimization and Search Engine Marketing
- Introduce specific principles regarding the “new rules” of marketing online
- Introduce students to principles of listening first and responding, utilizing
- Teach students how to design and facilitate a real world E-Marketing campaign by using a client
- Introduce students to current tools in the E-Marketing space
- Create portfolio piece

**Required Texts:**

The following texts for the class are required. Students are expected to complete weekly readings before class:

**[The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly](#)** by David Meerman Scott (Paperback - Aug. 30, 2011)

**[Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust](#)** by Chris Brogan and Julien Smith (Paperback - Aug. 23, 2010)

**[The Social Media Bible: Tactics, Tools, and Strategies for Business Success](#)** by Lon Safko and David K. Brake (Paperback - May 8, 2012).

**If at all possible... BUY THESE ONLINE. Seriously....**

## Class Calendar

### **Week 1 – January 14<sup>th</sup> - January 20<sup>th</sup>**

Class and instructor introductions, course objectives, previous experience

Weekly Tasks:

- Discussions
- Review Course Project
- Read Syllabus

### **Week 2 – January 21<sup>st</sup> – January 27<sup>th</sup>**

How has the web changed marketing and PR?

Weekly Tasks:

- Read The New Rules of Marketing & PR- Section 1 and 2
- Discussions

***Assignment: Develop a list of 3 potential clients***

### **Week 3 – January 28<sup>th</sup> - February 3<sup>rd</sup>**

Creating social capital and using your client as a collaborator

Weekly Tasks:

- Read Trust Agents, Intro. Chapters 1-3
- Discussions

***Assignment: Client Selection Due***

### **Week 4 – February 4<sup>th</sup> - February 10<sup>th</sup>**

Introduction to the tools available

Weekly Tasks:

- Read Social Media Bible, Chapter 2
- Discussions

***Assignment: Complete Social Media Awareness Index and post answers***

Select 3 of the 15 categories to read through

One must be the category you are least familiar with

Analyze which tools will be more successful for your client

### **Week 5 – February 11<sup>th</sup> - February 17<sup>th</sup>**

Developing your e-marketing plan

Weekly Tasks:

- Read The New Rules of Marketing & PR – Chapter 10 – 12
- Watch Lecture: Digital Marketing Plan Development- Dr. Zielke & Nico
- Discussions

### **Week 6 – February 18<sup>th</sup> - February 24<sup>th</sup>**

Your home base, your blog

Weekly Tasks:

Read Social Media Bible – Chapter 8 & 25

Watch Lecture: Utilizing Classic, Enduring Marketing Principals- Dr. Zielke  
Discussions

*Assignment: Create blog for client and post link*

**Midterm Week – February 25<sup>th</sup>- March 3<sup>rd</sup>**

Mid-term Exam - **DUE MIDNIGHT- March 3<sup>rd</sup>**

**Week 7 – March 4<sup>th</sup>- March 10<sup>th</sup>**

Setting up your listening station

Weekly Tasks:

Watch Lecture: Communication Challenges in a Digital Environment- Dr. Zielke

Read Trust Agents – Chapter 4-6

Discussions

*Assignment: Set up listening station for your client - Post screenshot*

**SPRING BREAK: March 11<sup>th</sup>- March 17<sup>th</sup>**

**Week 8 – March 18<sup>th</sup>- March 24<sup>th</sup>**

Introduction to Search Engine Optimization and Search Engine Marketing

Weekly Tasks:

Read The New Rules of Marketing & PR – Chapter 20

Read Social Media Bible – Chapter 20, 21 & 36

Watch posted videos

Discussions

*Assignment: Create 2 Blogs Posts for your client*

**Week 9– March 25<sup>th</sup>- March 31<sup>st</sup>**

SEO Continued

Weekly Tasks:

Read Trust Agents – Chapter 6 & 7

Watch posted videos

Read posted blogs

Discussions

*Assignment: Optimize previous blog posts and create one new post*

**Week 10 – April 1<sup>st</sup>- April 7<sup>th</sup>**

Facebook

Weekly Tasks:

Read Trust Agents – Chapter 6 & 7

Watch posted videos

Read posted blogs

Discussions

First Draft of Digital Marketing Plan due

Draft will be optional, however, feedback will be provided

Final Draft will be 30% of final grade and is due April 28th

***Assignment: Create Facebook site for client***

**Week 11 – April 8<sup>th</sup> - April 14<sup>th</sup>**

Social Networking sites other than Facebook

Weekly Tasks:

Read The New Rules of Marketing & PR – Chapter 19

Read Social Media Bible – Chapter 3, 15, 24, 29

Read posted blogs

Discussions

***Assignment: Create Twitter account for client***

***Set up Hootsuite - Post Screenshot***

**Week 12 – April 15<sup>th</sup> - April 21<sup>st</sup>**

Video/audio use and distribution

Weekly Tasks:

Read Social Media Bible – Chapter 11-14

Read The New Rules of Marketing & PR – Chapter 18

Watch posted videos

Read posted blogs

Discussions

***Assignment: Create 3 videos for client and post to 3 different video sites***

**Week 13 – April 22<sup>nd</sup> - April 28<sup>th</sup>**

The final message - What's the most important thing to know about marketing online

Weekly Tasks:

Watch posted videos

Read posted blogs

***Assignment: Final Digital Marketing Plan - DUE MIDNIGHT April 28th***

**Week 14 – April 29<sup>th</sup> - May 5<sup>th</sup>**

Final Exam - **DUE MIDNIGHT** – May 5<sup>th</sup>

**Class Grading:**

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- Digital Marketing Plan: **25 percent**

First Draft due: **MIDNIGHT April 7<sup>th</sup> (Optional, however feedback provided)**

Final Draft due: **MIDNIGHT April 28<sup>th</sup> (graded)**

- Midterm Exam: **15 Percent**

**Due at MIDNIGHT CST – March 3<sup>rd</sup>**

- Final Exam: **20 percent**  
**Due at MIDNIGHT CST – May 5<sup>th</sup>**

- Class Participation (All Weeks): **40 percent**

**Online Discussion / Interactive Questions (15 percent)**

Each week, you will be expected to participate in the class discussions posted online. You will need to post twice per discussion question posted. **Your first post of the week is DUE by Wednesday or you will not receive credit.** (This is so that discussions can happen... if everyone posts on Sunday, that won't occur.)

There are 15 weeks of discussion. Each discussion is worth 0.5% of your total grade. This means if you skip a week, that is 1% of your semester's grade. That also means that if you do not participate in any discussions, you cannot make over an 85% for the semester.

**Posted Assignments (25 percent)**

Throughout the semester, you will be expected to complete all posted assignments. These assignments are in ***bold and italic*** in the class scheduled above. These assignments are very important to the progression of the E-Marketing plan, and are expected to be completed the week they are posted. These assignments are factored in heavily in the class participation portion of your grade. The timeliness of these assignments is of utmost importance.

There are 10 posted assignments. Each assignment is worth 2.5% of your total grade. This means if you skip 2 assignments, that is 5% of your semester grade.

The online class week is Monday to Sunday. Discussions open on Monday, 10:00 PM CST and close the following Sunday at midnight CST. Your first discussion is due on each Wednesday at midnight CST. Your second discussion is due by the end of the class week.

(see class calendar for discussion dates)

All assignments based on 100 point basis.

**Class Policies:**

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In fairness to other students, no late assignments will be accepted without prior approval. To request an extension, email instructor with the request date before the deadline. You must keep records of all correspondence. Late assignments are highly discouraged.

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Responses to phone calls or emails from instructor are expected within 24 hours.

All times listed are Central Standard Time.

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Academic dishonesty in any form will not be tolerated.

The instructor reserves the right to make adjustments to the syllabus as needed.

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Americans with Disabilities Act Compliance: It is the policy of UTD to provide reasonable and appropriate accommodations for individuals with documented disabilities. This college will adhere to all applicable federal, state, and local laws, regulations and guidelines with respect to providing reasonable accommodations as required affording equal educational opportunity.

All class submissions must be in Microsoft Office or Acrobat formats. This includes Microsoft Word, PowerPoint, Excel and Project.

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