

MKT4330.001.13S Direct Digital and Social Media Marketing

Professor	Alexander Edsel
Term	Spring 2013
Section	MKT4330.001.13S
Class Hours	Tues & Thurs : 2:30pm-3:45pm
Class Location	JSOM 2.902

Contact Information

Office	SOM 3.609
Phone	972-883-4421
Email	use elearning email
Office Hours	Tuesday 1:30-2:30 pm or Thursday 1:30-2:30 by appointment
Course Website	http://webct6.utdallas.edu

Textbook

There is NO textbook

Lecture Notes and additional readings distributed in class or via elearning

Must have and bring to class a laptop or tablet (wireless or LAN connected device); a smartphone is not a requirement but encouraged; we are not going to use the Lab this semester and will dedicate almost every session to hands on exercises

Course Background and Objectives

This course provides an introduction to digital marketing. The course covers all major digital platforms such as mobile, social media and search (paid and organic). We will learn how to effectively use different vehicles such as email, SMS text, paid and organic search, mobile (QR codes, apps, localization, geo-fencing), WordPress, YouTube, Pinterest, LinkedIn, Facebook and Twitter.

Students will learn how to create and manage a paid search advertising campaign using Google Adwords. The prerequisite for this course is Principles of Marketing BA-3365.

At the beginning of many classes we will spend approx. 5-10 minutes discussing and debating topics which appeared in the mobile, social media and search e-newsletters and blogs assigned during the first lecture

Course Objectives:

The objective of this course is to expose you to digital marketing mainly for lead generation and retention activities in both business to business and business to consumer environments. By the end of this course, students will have had the opportunity to:

1. learn the basics of digital marketing and the importance of the offer, list and creative in response rates
2. develop a comprehensive digital marketing strategy
3. learn through doing how to use new media such as mobile, search and social networking; learn the measurement techniques used in evaluating digital marketing efforts
4. learn the importance of ongoing reading and following of industry publications given the dynamic and rapidly changing digital landscape
5. understand and know the ethical and legislation impacting digital marketing

These descriptions and timelines are subject to change at the discretion of the Professor.

Sessions	Date	Topic	Assignments
1	1/15	Introduction to course objectives, logins, syllabus review Subscription to digital publications & blogging Special considerations in segmentation, consumer behavior in digital Basics tenets of direct marketing: Target, List, Offer; Testing Discussion of group project	
2	1/17	Overview of websites-e-commerce. Creating a website and content management tool using WordPress (hands on exercise)	
3	1/22	Creating a website and content management tool using WordPress continued	Groups must be formed by the end of class.
4	1/24	Search engine optimization (SEO) tools and techniques: need to maximize free vs. paid	
5	1/29	SEO continued	Start contacting companies to see if they agree
6	1/31	Group project work getting started	HW1 due
7	2/5	Google Adwords	
8	2/7	Google Adwords	
9	2/12	Google Adwords	
10	2/14	Google Adwords	
11	2/19	Google Project-writing pre campaign report	
12	2/21	Google Adwords recap	Try to have target company picked by now
13	2/26	Exam Review	Register for GOMC use the following email format GOMC.UTD.UGMKT.TEAM.#@gmail.com
14	2/28	No class- you must view the following videos- exam questions will come from them as it reinforces concepts from class , each is approx. 15 minutes-they are a review and a few new things https://www.google.com/ads/agencyedge/#view&id=3750 https://www.google.com/ads/agencyedge/#view&id=1237	View 2 videos
15	3/5	YouTube: analysis and benchmarking, how to optimize, anatomy of a viral campaign, case studies	Pre-campaign report is due- this part will be graded at this time
16	3/7	Midterm (covering lectures in sessions 1-12)	Exam 1; I will return Pre-campaign with grade and feedback
17	3/12	Spring Break no class	
18	3/14	Spring Break no class	
19	3/19	Social Media 101: how to develop a powerful content management strategy	Submit pre-campaign report to Google after adjustments based on my feedback HW 2 due

20	3/21	How to develop and market using Facebook, Twitter and Pinterest, Google Plus- Using a free content management tool like WP or a paid Hootsuite	
21	3/26	Behavioral targeting Ads in LinkedIn, Facebook, Twitter	Must have started your Google Campaigns
22	3/28	Mobile marketing	
23	4/2	Mobile marketing app creation and emulators	
24	4/4	Mobile commerce	
25	4/9	Applying direct marketing math and metrics Conducting research and testing to measure performance: determining sample size & methodology;	
26	4/11	Guest speaker	
27	4/16	Group project work- I will meet individually with groups	HW 3 due
28	4/18	Group project work- I will meet individually with groups continued	
29	4/23	Group Projects due & oral presentation-	Projects due 3
30	4/25	Group Projects due & oral presentation-	Projects due 3 teams present
31	4/30	Group Projects due & oral presentation	Projects due: 4 teams present
32	5/2	Exam review	Make sure you uploaded your post campaign report to Google
33	5/07	FINAL EXAM (session 13 -25) 2:00PM - 4:45PM room SOM 2.902	Exam 2

Course Access and Navigation

This course was developed to heavily use a web course tool called eLearning. Students will use their UTD NetID account to login directly at <http://elearning.utdallas.edu>. Please see more details on [course access and navigation information](#).

To get started with an eLearning course, please see the [Getting Started: Student eLearning Orientation](#). UTD provides eLearning technical support 24 hours a day/7 days a week. The services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service. The UTD user community can also access the support resources such as self-help resources and a Knowledge Base. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

Class Format:

Class sessions will consist of a combination of lecture/discussions, guest speakers and discussions of direct marketing cases/issues and common problems. The lectures/discussions are designed only to reinforce and expand on, but not to substitute for, the information in the assigned readings. This is a highly **interactive course** in which involvement and participation are valued. You are expected to come to class ready and able to discuss the assigned readings and conceptual material; so be prepared to contribute. Keep in mind that there is rarely one “right” answer.

READING ASSIGNMENTS/CLASS NOTES:

You are expected to come to class prepared. Preparation means reading the assigned chapter and/or case prior to class and accessing the appropriate chapters' PowerPoint slides on elearning. I strongly encourage you to print and bring the assigned chapter's PowerPoint slides to class so you can take your lecture notes on them.

Course Requirements & Grades:

Overall course grade will be determined by the following

	Activity	Weight
1.	CAPP: Class Attendance , participation (peer review) & professionalism	10%
2	Homework I Wordpress	7.5%
3	Homework II SEO& Adwords	15%
4	Homework III Mobile app	7.5%
5	Exam 1 Closed Book	20%
6	Exam 2 Closed Book	20%
8	Group Project and Peer evaluations**	20%
	Total	100%

** Peer evaluation: if your peer review score is below a 7, you receive a 10-point deduction from final case or group project score. i.e. if the Case received a 90 you would get an 80 If you did not contribute anything your grade will be a zero for the case or group project

Overall Course Total	Letter Grade
96-100	A+
92-95	A
90-91	A-
86-89	B+
82-85	B
79-81	B-
76-78	C+
72-75	C
69-71	C-
66-68	D+
62-65	D
56-61	D-
Less than 55	F

Homework: there will be 3 Homework assignments so students can familiarize themselves with paid search campaigns

Labs: Attendance and participation in Labs is critical, these CANNOT be made up. You must complete the tasks while at the lab in order to get credit.

Exams: There will be one midterm and a final exam. **These exams will test your knowledge of the basic marketing concepts.** Any grading disputes must be submitted in writing within two weeks of the results. Grades will be posted to elearning no later one week after exam
All exams will be closed-book. They will take place at regular class times. These exams are designed to test your understanding of the basic terminology and tools in marketing as well as your depth of understanding of important marketing concepts. Exams cover information from the textbook, PowerPoint slides, handouts, videos, plus all topics and cases discussed in class including any guest speakers.

You are required to take each exam. **A make-up exam is only permitted with a written doctor's excuse or under an extreme personal situation.** If you have a legitimate or extraordinary scheduling conflict and must miss an exam, please see me IMMEDIATELY upon knowing the conflict. I will make every effort to schedule a make-up exam.

Notification of needing to miss an exam must be given prior to the exam. Failure to give notification results in an automatic 15 point deduction for that exam and is computed into the student's overall average.
To prepare for the exam, according to the announced schedule, we will have Exam Reviews. It is very important to attend.

Group Project: We will participate in the Google Adwords competition. Groups must be between 5 and 6 students, they cannot be larger. The group project will require you complete the Google written report Appendix. In addition students must make an oral presentation which will last approx. 15 **minutes which will highlight their project**; you are highly encouraged to use audio-visual materials and show sample work. You will have access to Powerpoint presentation software (etc) and laptop. Looking at approx. 15 pages in a word document and 5-10 ppt slides

The presentation format and content of the oral presentation is determined by the team but following the above written report format is highly recommend.

Group Project: See <http://www.google.com/onlinechallenge/discover/campaign-reports.html> for details of what you need to turn in and how points are distributed. My grading will closely follow the point system used by the Google Adwords competition but adjusted to a 100 point grading system- I will also look at output/outcomes

	Grade weights by activity	Weights
1	Google adwords Pre-Campaign Report following template see url above	40 %
2	Post campaign report see url above for details	50%
3	Oral presentation, and written formatting guidelines The team written report, presented in a labeled folder or binder-no thicker than ¼ inch binder;all pages must be numbered, group name and each member should be listed; slides during oral presentation should also be printed on page per slide and should be engaging when presenting	10%

CAPP (CLASS ATTENDANCE, PARTICIPATION, PROFESSIONALISM):

You are encouraged to participate in class discussions by asking questions, sharing your observations, and giving examples of "marketing in action." You can participate effectively by **reading the assigned text and/or case prior to class** and being alert to the various marketing activities around you while shopping, watching television, surfing the internet, etc. Participation is impacted more by the *quality* of your participation than the *quantity* of your participation. In other words, the mere quantity of comments counts less than consistently thoughtful and informed comments.

Regular attendance also impacts your CAPP score; if you are not in class, you lose the opportunity to participate in class discussion that day. Lectures cover important topics from the text plus other material not covered in your textbook. Therefore it is strongly recommended that you attend class. You are responsible for all announcements and material covered, regardless of the reason for absence.

A class attendance sign-in sheet is circulated at the beginning of each class period. It is your responsibility to make certain you have signed the attendance sheet. Although I appreciate notification of a class absence, understand that telling me you will be absent does not necessarily mean that your absence does not "count." Having tests, projects, papers, etc. in other classes is not a valid reason for class absence. **Attendance when a guest speaker is invited to class is mandatory**

I expect students to conduct themselves professionally in class, just as in any business meeting. Late arrivals, leaving early, side conversations, and non-class related usage of laptop computers and/or hand-held messaging devices are rude, unprofessional, and distracting to your fellow students and Instructor. Walking in and out of class, once class has begun, is also disruptive to the learning environment. These kinds of repeated disruptions will count against your CAPP score.

CAPP score and deductions are calculated based on the following criteria:

1. It is your responsibility to sign in during class, no exceptions.
2. **If you are more than 15 minutes late, it is counted as an absence, you cannot sign in after 15 minutes NO exceptions**
3. If you leave 10 minutes before class ends, it will also be counted as an absence.
4. You have two free absent days that do not count against you, those days can be used for a religious holiday, sick days, out of town etc. However those freebie days are NOT valid on guest speaker days, the day of your group pre sentation or during midterm and final
5. Excused absences due to for example an illness or death in the family are only considered during a guest speaker day, midterm, final or group project. In these cases you must have a physicians note or other written proof. For all other occasions, please do not tell me if you will be absent, have to leave town, are sick etc, that is what the 2 freebie days are for. Those other situations are not excused even with notes or valid justification.
6. I can at my sole discretion, add points to students who consistently provide quality participation. This is not meant to be a freebie but a reward for students who prepare for class and show ongoing effort to learn
7. In addition, see the table below

CAPP points	Example
% of classes attended of total	If you attended 23 out of the 30 sessions your score would be an 82. Formula is 23 days / (30- 2 freebie days) for the CAPP (There are two excused absence per semester). However further deductions are possible, see below.
-15 point deduction for every guest lecturer day missed or if absent during your group presentation (in addition to it being counted as an absence)	$82-15= 67$ (missed one guest lecturer day)
-15 point deduction for frequent late arrivals, leaving early, side conversations, and non-class related usage of laptop computers and/or hand-held messaging devices (at my sole discretion)	$67-15=52$ (frequently late, left 5 minutes after signing in, etc)
	CAPP score in this example is a 52

Confidential: do not turn in as a group with project, you must turn it in individually as a hard copy, DO NOT E-MAIL

Peer Evaluation Form for Group Project

The purpose of this evaluation is to measure the contribution of each member to the group effort. Each member will rate the relative contribution of all members in the group on a 10-point scale. The average of these ratings will be the peer evaluation score. For example, if you rate your contribution 8, and other members rate you 9, 8 and 9, then your peer evaluation will be 8.5. You should be honest and impartial in your evaluations. The instructor reserves the right to adjust and/or discard evaluations that are questionable or based on personality conflicts. Please use the scale shown below:

- IMPORTANT NOTE: IF A STUDENT RECEIVES AN AVERAGE PEER SCORE BETWEEN**
- A) 4 AND 6: THEY WILL RECEIVE A 10 POINT DEDUCTION FROM THE GROUP'S CASE OR PROJECT SCORE.**
 - B) IF BETWEEN 1 AND 3: THEY WILL GET A 20 POINT DEDUCTION**
 - C) IF A PEER SCORE OF ZERO: BECAUSE THAT TEAM MEMBER DID NOTHING OR TURNED IT IN THE WEEK BEFORE THE PRESENTATION WHEN IT COULD NOT BE USED THAT STUDENT WILL GET A ZERO GRADE FOR THE GROUP PROJECT**



Enter the name of each group member, yourself first, below.	Rate the member's contribution on the 1 to 10 scale:	Please provide some justification for your rating below only if the score you assigned to a team member is a 6 or lower. Use back of the form if needed.
1. Your Name:		
2.		
3.		
4.		
5.		
6.		

Course & Instructor Policies

All deadlines are to be strictly followed throughout the semester. I will **not** accept any submissions after the assigned due time. A **hard** copy of all submissions should be turned in at the beginning of the class on the due day. An **electronic** copy, if required, should also be submitted on the same day.

Make-Up Exams	Permitted only with a written doctor's excuse or under an extreme personal situation, as detailed in the Exam section above.
Late Work	Accepted, with a penalty of 5 points per each day of lateness.
Re-grading	Should you think that something is graded incorrectly and would like to have it re-graded, you must submit a written request within a week after receiving the grade. Late submissions will not be accepted. Keep in mind that the <u>entire</u> exam will be re-graded and as a result your new and final grade for that test could be higher or lower than the original one.
Student Conduct & Discipline	<p>The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, <i>A to Z Guide</i>, which is provided to all registered students each academic year.</p> <p>The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the <i>Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3</i>, and in Title V, Rules on Student Services and Activities of the university's <i>Handbook of Operating Procedures</i>. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).</p> <p>A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.</p>
Academic Integrity	<p>The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.</p>

	<p>Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.</p>
Email Use	<p>The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.</p>
Withdrawal from Class	<p>The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.</p>
Student Grievance Procedures	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's <i>Handbook of Operating Procedures</i>.</p> <p>In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.</p> <p>Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.</p>
Incomplete Grades	<p>As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the</p>

	<p>required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of <u>F</u>.</p>
<p>Disability Services</p>	<p>The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.</p> <p>The contact information for the Office of Disability Services is: The University of Texas at Dallas, SU 22 PO Box 830688 Richardson, Texas 75083-0688 (972) 883-2098 (voice or TTY)</p> <p>Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.</p> <p>It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.</p>
<p>Religious Holy Days</p>	<p>The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.</p> <p>The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.</p> <p>If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the</p>

	student and instructor will abide by the decision of the chief
Off-Campus Instruction and Course Activities	Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk related activities. Information regarding these rules and regulations may be found at http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm . Additional information is available from the office of the school dean.