Online/Blended Course Syllabus

Course Information

Course Number/Section	MKT-6341.601.16F
Course Title	Marketing Campaign Management
Term	Fall 2016 (August 22-December 12)
Room:	JSOM 1.302

Professor Contact Information

Professor	Alexander Edsel
Office Phone	972-883-4421
Email Address	alexander.edsel@utdallas.edu
Office Location	SOM 13.316
Online Office Hours	Monday 6-7 pm or by appointment

About the Instructor

Prof. Edsel has taught marketing courses over the past 12 years. He has a JD and an MBA and has over 20 years of work experience in the areas of product management, lead generation and digital marketing with an emphasis on search, email and ecommerce in both B to B and B to C in the chemical, computer and healthcare industries. He is also the author of a business book "Breaking Failure" by Financial Times Press, Pearson.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

MKT 6301

Course Description

Campaign Management consists of a series of disciplines (e.g. direct marketing, databases, fulfillment) needed to successfully conduct AND improve marketing campaigns over time. Campaigns can be executed to acquire new customers, for fundraising purposes, for brand building or to sell products and services to existing customers. In today's digitally driven environment, there are also marketing automation tools which make campaigns both scalable and data driven for improved ROI. The course will use IBM"s Marketing Cloud's Silverpop platform

Student Learning Objectives/Outcomes

Upon completion of this course, students are expected to learn the following:

- Become knowledgeable in data source identification and basic data manipulation techniques to enhance customer information and data hygiene problems
- Appraise and discriminate key concepts of campaign management such as a Return on Promotion, Lead Scoring, or the 40/40/20 rule
- Be able to create and select from continuous improvement techniques such as creating an early warning system, Failure Mode & effects Analysis, and Root Cause Analysis to develop ROI driven campaigns
- Become proficient in the use and best practices of marketing automation software
- Be able to formulate a comprehensive marketing automation strategy and executable plan for a company

Required Textbooks and Materials
eBook: "*Campaign Management*" Stevens, Ruth and Edsel, Alexander. $40 and can be purchased at
https://register.pearsoncmg.com/reg/include/consent.jsp?originalDest=/reg/buy/buy1.jsp?productID=547817
Instructions: https://www.pearsoncustom.com/app/fulfillment/view#?key=S-ZHm
Textbook can also be ordered online through the UT Dallas Bookstore

Technical Requirements
In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements http://www.utdallas.edu/elearning/students/getting-started.html#techreqs on the Getting Started with eLearning webpage http://www.utdallas.edu/elearning/students/getting-started.html.

Course Access and Navigation
The course can be accessed using the UT Dallas NetID account at: https://elearning.utdallas.edu. Please see the course access and navigation http://www.utdallas.edu/elearning/students/getting-started.html#courseaccessandnav section of the site for more information.

To become familiar with the eLearning tool, please see the Student eLearning Tutorials http://www.utdallas.edu/elearning/students/eLearningTutorialsStudents.html.
UT Dallas provides eLearning technical support 24 hours a day/7 days a week. The eLearning Support Center http://www.utdallas.edu/elearninghelp services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

Communication
This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the eLearning Tutorials webpage http://www.utdallas.edu/elearning/students/eLearningTutorialsStudents.html for video demonstrations on eLearning tools.

Student emails and discussion board messages will be answered within 3 working days under normal circumstances.

Distance Learning Student Resources
Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the eLearning Current Students page http://www.utdallas.edu/elearning/students/cstudents.htm for details.

Server Unavailability or Other Technical Difficulties
The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online eLearning Help Desk http://www.utdallas.edu/elearninghelp. The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Assignments & Academic Calendar

Class	Sessions	Topic	Chapter readings	Assessment/ Activity
08/22	1	Intros and course structure Overview of basics Segmentation and Personas in marketing campaigns	Stevens book 1 and 3	
08/29	2	Direct marketing and database basics-appends, hygiene	Continue	Complete online self-quiz 1 by 08/29/2016 before 7 pm. Covering chapters 1 and 3 and lecture 1

HW assignment provided due 9/19 |
09/05		Labor Day no classes		
09/12	3	Marketing automation & Silverpop overview-data	Stevens book: 2, 4 and 5 Edsel Chapter 2-FMEA	Sign up in groups in elearning
09/19	4	Marketing automation-Silverpop continued-data, queries and segments	Continue	HW due
09/26	5	Marketing automation-Silverpop Landing pages

Group project overview | | Complete online self-quiz 2 by 9/26/2016 before 7 pm. Covering chapters 2, 4 and 5, Edsel Chapter 2 FMEA and lectures 2-4 |
10/03	6	Marketing automation-Silverpop continued-forms	Stevens 6-8	
10/10	7	Marketing automation & Silverpop overview-forms/preference center/email	Continue	
10/17	8	Marketing automation-Silverpop email	Stevens book: 9 and Edsel: Chapter 3: RCA	Guest speaker Complete online self-quiz 3 by 10/17/2016 before 7 pm. Covering Stevens (6-8) and lectures 5-7
10/24	9	Marketing automation-Silverpop continued-email/dynamic content	Continue	
10/31	10	Marketing automation-Silverpop continued-automation programs	Continue	
11/07	11	Marketing automation-Silverpop continued-email/automation programs	Stevens Chapter 10 and Edsel Chapter 4 and appendix EWS	Complete online self-quiz 4 by 11/07/2016 before 7 pm. Covering chapter 9, Edsel 3 (RCA) and lectures 8-10

11/14	12	Marketing automation-Silverpop catch up/review topics	continue	Guest speaker
Fall Break and Thanksgiving Holidays week 11/21 to 11/25				
11/28	13	Marketing automation-Silverpop continued-automation and reporting	continue	Complete online self-quiz 5 by 11/28/2016 before 7 pm. Covering chapters 10 (Stevens) and Edsel (Chapter 4-EWS) and lectures 11-13
12/05	14	Group project presentations		Group project to be submitted as hard copy and also soft copy uploaded to elearning by **Monday 12/05 before start of class at 7:00 pm** along with the online peer evaluation (survey url provided in assignments folder) Submit Course evaluation
12/12	15	Final exam		

Grading Policy

No more than 40% of the class will make an A or A- in this course.

Topic	Weight	Details
Active documented participation in class discussions	7.5%	Every week we will be active discussions on best practices, case studies, etc. You must participate throughout the semester when called on and provide informed feedback based on readings and lectures- approximately 2-3 touchpoints per student
5 Online quizzes	35% (7% each)	Open book online quizzes, each covering prescribed chapters and many Silverpop basics and lectures
Individual HW 1	7.5%	Data manipulation/customer journey
Group Project	30%	Teams must create a comprehensive Silverpop campaign including strategy and flowcharts
Final exam	20%	Comprehensive closed book exam-essay/short answer
Total	100%	

Grading Scale

Overall Course Total	Letter Grade
92-100	A
90-91	A-
87-89	B+
82-86	B
79-81	B-
77-78	C+
68-74	C
Less than 68	F

Assignments

There will be one individual homework assignment which must be turned in as a hard copy on due date and at the start of class.

Online Tests/Quizzes

There is a ten point deduction per day for every late quiz. These quizzes consist of "open book" online self-quizzes done via e-learning during a window before the due date-these quizzes cover certain chapters in the Campaign Management book and lectures -quizzes are not comprehensive but cover a pre-determined number of chapters.

Group Project

Groups will either be created by students at the beginning of the class or by the instructor at his discretion using a student group sign-up sheet. Each group can use the available group tools under its own group area in the course to communicate and collaborate within the group. A web conference system is available for use. Teams can schedule a live web conference for team work. Please see the Web Conferencing page for instructions on making a reservation and other web conference information.

Groups must submit a copy of the presentation to the instructor using Assignment Dropbox for grading in addition to a hard copy at the start of class

Format: word document

Item	Required area	Weight
1	Executive summary & company overview	5%
2	Customer journey map Create in diagram format with timetable (in days) a proposed campaign using touchpoints from item #4 listed below-will elaborate more-use a reasonable budget	25%
3	Create an actual direct mail piece as a pdf–(postcard) show copy of list that would be used-which selects-show list, price, include a forecasted ROP based on list and other costs	10%
4.	Using Silverpop in group account to be provided: Create a sample database with relevant fields for the business Create two contact lists for at least two newsletters	55%

	Create a behavioral query Create a progressive form Create a landing page with a form Create email with split a/b testing and proposed dynamic content Create SMS Create two programs: nurturing and a cart abandonment Create scoring (will confirm if we are allowed to activate)	
5	Oral presentation: flow, engaging, visuals	5%
		100%

Confidential: Complete this online via the survey link provided in eLearning

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. You should be honest and impartial in your evaluations. The instructor reserves the right to adjust and/or discard evaluations and deductions that are extreme, questionable or based on personality conflicts. If at least 50% of the group agrees to a point deduction for a specific student,that student will be given a chance to respond to the instructor-the best defense is to show quality work submitted to the team and having attending all meetings and requests.

Each student should on their own decide how many points should be deducted from the project grade that the rest of the team will receive(since often you do not know the final grade make an assumption; this deduction can be anywhere from 10 up to 100 points). The minimum point deduction is 10, there is no point in going through this process for a 5 point deduction. If at least 60% of the team states that the team member contributed nothing and this is verified by myself, that student will get an F on the project. Usually for poor quality or late work 15-30 point deductions are the norm.

The penalty will be the average decided by the group, if for example, one team member says student X deserves a 10 point deduction, another says student X deserves a 20 and the 3rd team member says student X deserves a 30 point deduction, then the deduction will be 20 points from the group grade.

Group assignment submission instructions: Groups will submit their group presentation, thru BOTH a hardcopy turned in before class and via dropbox assignment link (in the required file format with a simple file name and a file extension) by using the Assignment Dropbox tool on the course site. One group member will submit the assignment for the group and all group members will be able to view the results and feedback once it's been graded. Please see the Assignments link on the course menu or see the icon on the designated page. You can click each assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the Submitting an Assignment video tutorial. **Please note**: each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback.

You will also be provided on the project due date with a confidential survey link where you will rate the performance of your fellow team members
Assignment submission instructions

Locate the assignment in your eLearning course. You will submit your assignments in the required file format with a simple file name and a file extension. To submit your assignment, click the assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the Submitting an Assignment video tutorial.

Please Note: Each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback. For any group assignments, one group member will submit the assignment for the group and all group members will be able to view the results and feedback once it's been graded**.**

Course Policies
Make-up exams

Makeup Exams
There are NO make-up exams allowed unless you have a dire and serious emergency and in those cases most present documented proof such as a physician's note. It is at the sole discretion of the instructor to determine if the emergency warrants an extension and makeup exam.

Extra Credit
There is no extra credit in this course.

Late Work
Please ensure all assignment submissions are made <u>on time</u>. In fairness to the other students, late submissions will be penalized **10 points per day (exceptions will be noted next to respective assignment if applicable).**

Special Assignments
A discussion forum will be provided where students must enter up one well written and detailed discussion entry (comments/observations, etc.) on a designated discussion topic. Please keep in mind that quality and relevancy is the most important grading criteria for the discussion participation.

Class Participation
Students are also required to participate in all class activities such as discussion board, chat or conference sessions and group projects. Class participation <u>is important </u>and will certainly be taken into account in the case of students on the borderline between two grades. Synergy in team dynamics & equitable contribution by members are integral to all successful group projects in business as well as in academics. A peer evaluation by group members will therefore be used.

Virtual Classroom Citizenship
The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Policy on Server Unavailability or Other Technical Difficulties
The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the UTD eLearning Help Desk: http://www.utdallas.edu/elearninghelp, 1-866-588-3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Sharing Confidential Information

Students considering sharing personal information in email, in person, or within assignments or exams should be aware that faculty members and teaching/research assistants are required by UT Dallas policy to report information about sexual misconduct to the UT Dallas Title IX Coordinator. Per university

policy, faculty have been informed that they must identify the student to the UT Dallas Title IX Coordinator. Students who wish to have confidential discussions of incidents related to sexual harassment or sexual misconduct should contact the Student Counseling Center (972-883-2527 or after hours 972-UTD-TALK or 972-883-8255), the Women's Center (972-883-8255), a health care provider in the Student Health Center (972-883-2747), the clergyperson (or other legally recognized religious advisor) of their choice, or an off-campus resource (i.e., rape crisis center, doctor, psychologist). Students who are sexually assaulted, harassed, or victims of sexual misconduct, domestic violence, or stalking, are encouraged to directly report these incidents to the UT Dallas Police Department at 972-883-2222 or to the Title IX Coordinator at 972-883-2218. Additional information and resources may be found at http://www.utdallas.edu/oiec/title-ix/resources.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

"As a Comet, I pledge honesty, integrity, and service in all that I do."

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to http://go.utdallas.edu/syllabus-policies for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.