



Fermanian School of Business

Point Loma Nazarene University

MKT 3050: Digital Marketing Essentials

Number of Units: 3

Spring 2023 – Section 1

Meeting days: Tuesdays/Thursdays	Instructor: Christina Kalberg, MBA
Meeting times: 9:30a-10:45a	Phone:
Meeting location: FSB 105	E-mail: ckalberg@pointloma.edu
Final Exam: Thursday, May 4 th from 10:30 a.m. to 1:00 p.m.	Office location and hours: FSB 133 Mondays and Wednesdays from 9a-10:45a Wednesdays from 12:30p-3:30p

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character – Professionalism – Excellence – Relationships – Commitment – Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

INTRODUCTION:

The Internet is a dynamic marketplace if there ever was one. This class will give you the theoretical understanding of the internet marketplace necessary to adapt to its many changes, while also equipping you with the skills you'll need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve their use of the Internet.

The world has changed radically in the past decade. The way that people live, shop, work and buy has been transformed. As a result, companies - from small businesses to Fortune 500 companies -

have been forced to adapt. This course will cover the primary methodology and tools that businesses must take to get more visitors, leads, customers, and promoters.

This course uses free certifications, resources, exercises, and software to create a comprehensive approach to running and growing a business. It is a framework to prepare students to enter the world of digital and social media marketing as educated and informed professionals.

A FEW WORDS ABOUT YOUR INSTRUCTOR:

I am currently a full-time Assistant Professor of Marketing in the Fermanian School of Business. Before becoming a full-time Professor, I held the position of Executive Director for seven years at two local nonprofits, where my team and I raised nearly \$5M. For the past 17 years, I have been helping organizations grow their business and extend their brand awareness through strategic integrated B2B and B2C marketing, fundraising, public relations, public advocacy, public speaking, and leadership. I've raised over \$40M for local nonprofits using online and offline tactics such as sales, organic and paid advertising, email marketing, social media marketing, search engine marketing, search engine optimization, designing conversion-centered websites and landing pages.

As a senior-level executive, I have effectively integrated passion and in-depth skill into well-crafted strategic marketing, public relations, social media, and fundraising campaigns to directly fuel multi-million-dollar revenue growth. I am described by others as a foresighted change agent originating life-cycle business, ensuring implementation through effective integrated business and leadership skills as well as a decisive manager of multi-million-dollar budgets.

I graduated from Point Loma Nazarene University's M.B.A. program in 2010. As an alum, I appreciate all of the hard work that each student puts forth and will honor that as I serve you in the classroom.

I am a Christian who believes that integrity is the most important quality needed for someone to be successful in business and life. I also believe that we are all light in the workplace and that others should know we are different by our actions and behavior. Business life can be a platform to bring others to Christ. I also believe that serving others in all that we do can lead to one's own personal success in this life and that we all have the ability to extend grace and mercy to those around us.

COURSE DESCRIPTION

A study of digital marketing theory, issues, strategies, practical uses and channels. Topics include the various digital elements of marketing variables, e-consumer behavior, website development design and implementation, analytics measurement, search engine marketing, mobile marketing and social media platforms to develop customer relationships.

COURSE LEARNING OUTCOMES

Upon successful completion of the course you are going to be able to:

1. Exhibit an understanding of digital marketing concepts, practices and issues relevant to marketers (PLO 1 & G1).
2. Describe best practices in digital marketing channels and cite industry changes that affect businesses today (PLO 1 & G1).
3. Exhibit in-depth insight of Google measurement tools (PLO 1 & G1).

4. Determine the appropriate KPIs for digital and social media marketing (PLO 2 & G1).
5. Demonstrate expertise in customer relationship management (CRM) (PLO 2 & G1).

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 130 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map using the below link to view which states allow online (distance education) outside of California.

<https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

1. Required Textbook: This course uses a digital textbook that can be accessed at <http://library.stukent.com>. *Digital Marketing Essentials*. Go to <https://home.stukent.com/join/3B2-C7F> to register for the online course and materials.
2. Required: Purchase Bluehost WordPress website and domain name with blog, email and social media capabilities. Do not purchase until instructions are given by the professor.
3. Required: Google Ads Search for Beginners. You will learn how to build and optimize Google Search campaigns. In addition, after successfully completing the online course, students will exhibit the ability to leverage automated solutions like Smart Bidding and Audience Solutions to boost campaign performance for specific marketing objectives.
4. Required: HubSpot Marketing Certifications. Each student will register for a HubSpot account. You will need to pass the certification exam to receive full credit.

COURSE SCHEDULE AND ASSIGNMENTS

Weekly Quizzes (13; 10 pts. each):

The textbook is well written and contains a lot of basic information about digital and social media marketing. Throughout the semester there will be weekly online quizzes that students will complete in Canvas. The purpose of these quizzes is to ensure that students have read and understood the textbook chapters. **Students will complete 13 quizzes in class. There are NO makeup quizzes.** *All weekly quizzes are taken in class and students must be on time and present in order to take the quiz (see class schedule and Canvas for due dates).*

Class Activities-Participation-Attendance (145 pts. total):

Students will engage in in-class activities throughout the semester and must follow the Professor's instructions to receive full credit. Attendance in this class is important and valuable to the overall learning experience of each student. Students will not receive credit for the in-class activity if they are absent that day and will not be able to make up the points. Students will only receive participation points if they are on time, engage during class and remain in class for the entire duration.

Reflections (10; 5 pts. each):

Students will complete reflections based on specific devotionals in-class. Students will only receive credit if they are present and on-time to the particular class session. Points are not available to students that are late or absent.

Current Trend Presentation (100 points total):

All students must present on the assigned current trend during the semester and lead a class activity/discussion on the topic. You will be paired and must create a **20 minute presentation followed by 10 minutes of class engagement**. Be creative and engaging as you present!

75 points will be earned for the presentation and 25 points will be earned through the class activity/discussion. Teaching the class new information related to the topic, providing tips for how to implement it in business today, real-world examples that illustrate your key points, credible references providing evidence that what you're saying is current and well researched, seamless facilitation of the class activity/discussion, creativity, visual appeal and slides free of grammar/spelling errors will earn you the most points. You must dress professionally, a blazer and collared shirt is preferred. Late presentations will receive a zero, no exceptions.

Website (100 pts. total):

Students will individually create, design and publish a LIVE conversion-centered WordPress website. WordPress is the world's most popular website builder, 43% of the web is built on WordPress. More bloggers, small businesses, and Fortune 500 companies use WordPress than all other options combined. Learning to create, design and publish a WordPress website is an invaluable skill for marketers today and is the basis of the semester-long project. Students will be graded based on creativity, conversion-centered design implementation and overall functionality of the website.

Blog (100 points):

Students will create a blog and post it on their WordPress website. Read this “How To” guide to construct a professional blog using industry best practices:

<https://blog.hubspot.com/marketing/how-to-start-a-blog>.

Email (50 points):

Students will create an email. Read this “How To” guide to construct a professional marketing email using industry best practices: <https://blog.hubspot.com/blog/tabid/6307/bid/32606/the-9-must-have-components-of-compelling-email-copy.aspx>.

Expert Sessions (10; 10 pts. each):

You will watch Expert Sessions throughout the semester. Students will listen to the session on stuent.com and do a 200-word creative write-up. In this creative write-up, you will teach someone one key takeaway you learned from the session. This is not a simple summary or regurgitation of information. Rather, you must organize the information and explain it in a way that helps someone else learn the material. You can use bullet points, diagrams, prose, or any other format that helps teach the takeaway effectively.

Google Analytics and Google AdWords & HubSpot Marketing Certifications (3; 75 pts. each; 225 pts. total):

Each student will be required to take industry exams. You need to pass the certification exams to receive full credit for the course.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Weekly Quizzes (13; 10 pts. each)	130	A=93-100% A-=92-90% B+=87-89% B=83-86% B-=80-82% C+=77-79% C=73-76% C-=70-72% D+=67-69% D=63-66% D-=60-62% F=0-59%
Expert Sessions (10; 10 pts. each)	100	
Class Activities/Participation/Attendance	145	
Reflections (10; 5 pts. each)	50	
Current Trend Presentation	100	
Website	100	
Blog	100	
Email	50	
Certification Exams (3; 75 pts. each)	225	
TOTAL	1,000	

DUE DATES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned-in when they are due—see details in Canvas. Late work will not be accepted for credit except the following University-sanctioned circumstances: illness (with doctor's note), death, university-sponsored field trip or activity, military obligation, religious holiday. There are no makeup quizzes or exams.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. No requests for early examinations or alternative days will be approved.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#)

INSTRUCTOR FEEDBACK

Assignments will be graded as soon after the due date as possible and grades for the week will be posted to the Canvas gradebook. If an immediate response is needed email or phone the instructor. If you're reading this then congratulations, you unlocked the ability to skip an expert session write-up of your choosing! In order to skip the assignment and receive full credit, copy the entire Instructor Feedback section of text from the syllabus and paste it into the assignment in Canvas that you choose to skip. Good job reading the syllabus and paying attention to detail, it will serve you well in your academic and professional career!

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

ASSIGNMENTS AT-A-GLANCE

WEEKLY SCHEDULE *(Subject to Change)*

SESSION/DAY/DATE	IN CLASS ACTIVITIES	LEARNING OBJECTIVES	ASSIGNMENTS DUE DATE
WEEK 1			
DAY 1 Jan 12	Introductions and discussion of course content, assignments, grading, etc.		Activate Stukent Account
WEEK 2			
DAY 1 Jan 17	Quiz 1: Ch. 1 <u>Digital Marketing Essentials (DME) Textbook Chapter 1:</u> Digital Marketing Foundations		Activate Google Account Stukent Expert Session Write-up #1: due Sunday, Jan 22 at 11:59 p.m.
DAY 2 Jan 19	Professor Current Trend Presentation (only 10 for section 1 - only 9 for section 2)		

	<ul style="list-style-type: none"> - Need for digital talent in marketing - Digital marketing skills gap (Perpetual Evolution White Paper) - Explain why and how the digital gig economy is on the rise - How did Covid change digital marketing? - Tips for your classmates post-Pandemic - Direct Mail vs. Digital Marketing Activity 		
WEEK 3			
DAY 1 Jan 24	Quiz 2: Ch. 2 <u>Chapter 2.</u> Web Design (Desktop & Mobile)		Stukent Expert Session Write-up #2: due Sunday, Jan 29 at 11:59 p.m.
DAY 2 Jan 26	Current Trend Presentation #1 – UI/UX Design & Painstorming Activity <ul style="list-style-type: none"> - UI defined - UX defined - Graphic Design & Copywriting for Websites - UI / UX trends for 2023 - Tips for your classmates that they can implement with their website project - Painstorming activity 		Google Ads Search Certification: Unit 1: Grow Your Business with Google Ads Unit 2: Explore the Value of Google Search
WEEK 4			
DAY 1 Jan 31	Quiz 3: Ch. 3 <u>Chapter 3.</u> Analytics		Stukent Expert Session Write-up #3: due Sunday, Feb 5 at 11:59 p.m.
DAY 2 Feb 2	Application Day: Website		Google Ads Search Certification: Unit 3: Understand

			the Google Ads Auction Unit 4: Deliver the Right Message with Text Ads
WEEK 5			
DAY 1 Feb 7	Quiz 4 & 5: Ch. 4 & 5 Chapter 4 & 5. On-site and Off-site SEO		Stukent Expert Session Write-up #4: due Sunday, Feb 12 at 11:59 p.m.
DAY 2 Feb 9	Current Trend Presentation #2 – Artificial Intelligence in Digital Marketing and How to Measure it & AI Activity <ul style="list-style-type: none"> - What is AI? - How is it used in digital marketing? - Machine learning - Good friction vs. bad - Tips for using AI ethically - AI activity 		Google Ads Search Certification: Unit 5: Made Ads Relevant with Search Ad Extensions Unit 6: Increase Efficiency with Automated Bidding
WEEK 6			
DAY 1 Feb 14	Quiz 6 & 7: Ch. 6 & 7 Chapter 6 & 7. Paid Search Marketing and Display Advertising		Stukent Expert Session Write-up #5: due Sunday, Feb 19 at 11:59 p.m.
DAY 2 Feb 16	Current Trend Presentation #3 – Programmatic Advertising & Activity <ul style="list-style-type: none"> - Programmatic advertising – what is it and how does it work? - Responsive search ads - PPC trends and tips for marketers - Social Media advertising is on the rise, why and how can marketers capitalize on it? (TikTok, IG, YouTube, etc.) 		Google Ads Search Certification: Unit 7: Discover Google’s Audience Solutions Unit 8: Boost Performance with Optimization Score Unit 9: Increase Conversions with Performance Planner

	<ul style="list-style-type: none"> - Virtual Reality and how it plays into ads (include a real world example for B2C and B2B) - Return on Google advertising activity 		
WEEK 7			
DAY 1 Feb 21	Mid-term: Google Ads Search Certification Exam		Stukent Expert Session Write-up #6: due Monday, Feb. 26 at 11:59 p.m.
DAY 2 Feb 23	Application Day: Website & Blog		
WEEK 8			
DAY 1 Feb 28	Quiz 8: Ch. 8 Chapter 8. Email Marketing		Website & Blog due Sunday, Mar 5 at 11:59 p.m.
DAY 2 Mar 2	Current Trend Presentation #4 – Experiential and Context Marketing & Privacy Activity <ul style="list-style-type: none"> - Privacy - Trust building - Account-based marketing - Experiential and context marketing (e-word-of-mouth) - Tips for applying big data to make more informed business decisions and create a better digital marketing strategy) - Privacy activity 		
Spring Break			
DAY 1 Mar 7	No Class		
DAY 2 Mar 9	No Class		
WEEK 9			
DAY 1 Mar 14	Quiz 9: Ch. 9 Chapter 9. Social Media 1		Stukent Expert Session Write-up #7: due Sunday, Mar 19 at 11:59 p.m.
DAY 2 Mar 16	Current Trend Presentation #5 – Building a Community		

	<p>on Social Media & Caption This! Activity</p> <ul style="list-style-type: none"> - Social commerce - Building a community on social media - Social marketers and the customer care trend - Hashtags and tips for how marketers can use them effectively to increase engagement and reach more people - Social media crisis plan - Caption This! activity 		
WEEK 10			
DAY 1 Mar 21	<p>Quiz 10: Ch. 10</p> <p>Chapter 10. Social Media 2</p>		<p>Stukent Expert Session Write-up #8: due Sunday, Mar 26 at 11:59 p.m.</p>
DAY 2 Mar 23	<p>Current Trend Presentation #6 – Metaverse & Ethical Discussion</p> <ul style="list-style-type: none"> - Augmented Reality and Virtual Reality defined – how does it relate to digital marketing and provide examples of brands currently using it (B2C and B2B) - Metaverse explained - How can digital marketers participate in the Metaverse (provide examples of brands currently in the Metaverse) - Tips for digital marketers to be successful and ethical in the Metaverse 		

	<ul style="list-style-type: none"> - Class discussion about ethical issues related to Meta 		
WEEK 11			
DAY 1 Mar 28	<p>Quiz 11: Ch. 11</p> <p>Chapter 11. Online Reputation Management</p>		Email due Sunday, Apr 2 at 11:59 p.m.
DAY 2 Mar 30	<p>Current Trend Presentation #7 – Customer Experience and the Blockchain & Activity</p> <ul style="list-style-type: none"> - What is the Blockchain? - Will it be the next iteration of the Internet? - How can the Blockchain enhance the customer experience online? - Tips for marketers and how to use the Blockchain effectively in digital marketing - Customer Experience Activity 		
WEEK 12			
DAY 1 Apr 4	<p>Current Trend Presentation #8 – Affiliate and Influencer Marketing & Activity</p> <ul style="list-style-type: none"> - What is affiliate marketing? - What is influencer marketing? - How do the two differ? - How does a B2C company and a B2B organization use both tactics? - Tips for marketers - Activity 		
DAY 2 Apr 6	<p>Happy Easter! No Class</p>		

Week 13			
Day 1 Apr 11	Quiz 12: Ch. 12 Chapter 12. Mobile Marketing		
Day 2 Apr 13	Current Trend Presentation #9 – Mobile Commerce & Case Study Activity <ul style="list-style-type: none"> - Mobile commerce - 5G optimization - Personalizing mobile ad content - Messaging apps for business (B2C and B2B) - SMS marketing (omnichannel bumps offers) - Case study activity 		Stukent Expert Session Write-up #9: due Sunday, Apr 16 at 11:59 p.m.
Week 14			
Day 1 Apr 18	Quiz 13: Ch. 13 Chapter 13. Digital Strategy		
Day 2 Apr 20	Current Trend Presentation #10 – NFTs & Create Your Own Activity <ul style="list-style-type: none"> - NFTs (definition and use in marketing) - Examples of brands with NFTs (B2C and B2B) - Web3 defined and an explanation of how it impacts digital marketing - Is Blockchain the new Internet? - Create an NFT activity 		Stukent Expert Session Write-up #10: due Sunday, Apr 23 at 11:59 p.m.
WEEK 15			
DAY 1 Apr 25	Inbound Marketing & Customer Relationship Management (CRM)		Study for FINAL Exam - HubSpot Marketing Certifications
DAY 2 Apr 27	Final Exam Review		
Week 16			
FINAL EXAM			
Thursday, May 4th from 10:30 a.m. to 1:00 p.m.			