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## Fermanian School of Business

### Point Loma Nazarene University

### MKT 3050: Digital Marketing Essentials

**Number of Units: 3**

### Fall 2023 – Section 1

<b>Meeting days:</b> Mondays/Wednesdays	<b>Instructor:</b> Christina Kalberg, MBA
<b>Meeting times:</b> 10:55a-11:50a	<b>Phone:</b> (760) 532-4849
<b>Meeting location:</b> FSB 102	<b>E-mail:</b> ckalberg@pointloma.edu
<b>Final Exam:</b> Friday, December 15 <sup>th</sup> from 10:30a – 11:30a	<b>Office location and hours:</b> FSB 133 Mondays and Wednesdays from 9a-10:45a Tuesdays and Thursdays by appointment

### 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 over 20 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**

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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**

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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**

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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**

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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**

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1. Required Textbook: This course uses a digital textbook called, *Digital Marketing Essentials*. Once you sign into Canvas and select the course, there will be a Stukent button on the left-hand side navigation bar. There you will click on the button and Launch into Stukent where you will register for the course and purchase the textbook and Simternship.
2. Required: Stukent SEO Simternship™. This is the first simulation in the world to give students practice optimizing an established website using both on-site and off-site SEO. At the end of this simulated internship, students should be able to:
  - a. Understand the primary business function of Search Engine Optimization (SEO).
  - b. Perform appropriate analysis in preparation for conducting a successful SEO campaign.
  - c. Accomplish key tasks associated with SEO for websites and other media.
  - d. Measure and report on SEO outcomes and make adjustments based on performance data.
3. Required: [Google Analytics 4 Certification for Beginners](#). Showcase your ability to use Google Analytics 4 to gain valuable insights and make marketing decisions. Certified users will demonstrate an understanding of Google Analytics, including how to set up and structure a property, and use various reporting tools and features. You must take the exam during the scheduled time, see Canvas for details. DO NOT take the exam before the

designated day and time. You will need to pass the certification exam to receive full credit. If you take the exam before the designated scheduled day and time you will be ineligible to receive points for the exam.

4. Required: HubSpot Digital Marketing Certification. Each student will register for a HubSpot account. You need to pass each certification exam to receive full credit. You must take each exam during the scheduled time, see Canvas for details. DO NOT take either exam before the designated day and time.

### **ARTIFICIAL INTELLIGENCE (AI) POLICY**

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You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski, etc.) in this course for first drafts ONLY. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. For example, if you use ChatGPT, you must cite ChatGPT including the version number, year, month and day of the query and the statement "Generated using OpenAI. <https://chat.openai.com/>"

If used, the student must report it and a copy of the AI-generated work must be provided. *The AI-generated work is not sufficient.* You must "own" the work by making revisions that align with the specific assignment and it must be clear that your final submission is uniquely your "own" work. Credit will not be given for work that is AI-generated, without your additions to align with the assignment.

### **COURSE SCHEDULE AND ASSIGNMENTS**

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#### **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 to take the quiz and receive credit (see Canvas for due dates).*

#### **Stukent Expert Session Quizzes (3; 10 pts. each):**

You will watch assigned Expert Sessions throughout the semester. Students will listen to the session in Stukent and complete a timed quiz in class. *All quizzes are taken in class and students must be on time and present to take the quiz and receive credit (see Canvas for due dates).*

#### **Class Reflections-Participation-Attendance (140 pts. total):**

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

This course is interactive, and your insight enhances the classroom experience for all. Your presence and participation is vital to the learning experience. Students will engage in in-class activities throughout the semester and must follow the Professor's instructions to receive credit.

Attendance in this class is important and valuable to the overall learning experience of each student. Points are only available to students who attend class on time and are present for the entire duration.

**Stukent SEO Simternship™ (100 pts. total):**

Students will individually complete this assignment outside of class. You will be graded on each round and how well you scored. The final component of the assignment is an in-class collaborative analysis and brainstorming session about the simulation. During this session, each student will identify at least 4-5 ways to use the information gained in the SEO Simternship™ to enhance on-site and off-site SEO for the student's assigned client.

**Current Trend Presentation (100 points total):**

All students must present the assigned current trend during the semester. You will be paired with another student and must give a **15-minute presentation in class**. Be creative and engaging as you present!

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 presentation skills among the pair, 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.

**Landing Page & Email Drafts (25 pts. each):**

Students will individually create a landing page for the client project using their HubSpot account. You will be graded on how well you incorporate Oli Gardner's 7 Principles of Conversion-Centered Design and the Principles learned in the UI/UX Current Trend Presentation. It is a draft, which means, you will do your best with the knowledge you have at the beginning of the semester to complete the assignment. You will enhance the landing page in the final paper submission based on the entire semester's worth of knowledge gained to make it final.

Students will individually create an email for the client project using their HubSpot account. You will be graded on how well you incorporate the principles learned in Chapter 8 and how likely the target person reading the email is to open it and take the action you intend for the person to take. It is a draft, which means, you will do your best with the knowledge you have to complete the assignment. You will enhance it based on the feedback received from the professor to finalize it for the Client Project Paper submission.

**Blog (100 points):**

This assignment is broken up into two components. The first is a draft of the blog is due in September, see Canvas for the exact due date. You will create it in your HubSpot account and can use an AI tool to draft the blog for your assigned NPO. Read this "How To" guide to construct a professional blog using industry best practices: <https://blog.hubspot.com/marketing/how-to-start-a-blog>. The second component is a video blog that you will include in the final client project paper. The draft is worth 25 points and the video blog is worth 75 points.

**Client Project Paper & Presentation (100 pts. for paper; 100 pts. for presentation; 200 pts. total):**

Each student will individually create a digital marketing plan for the assigned not-for-profit organization (NPO) this semester. The project will entail a final paper and presentation to the NPO. The digital marketing plan will be comprehensive and include details about specific digital marketing tactics to generate demand, harvest the demand and build loyalty. The framework UCAM will be used to organize the paper and presentation.

**Google Analytics & HubSpot Digital Marketing Certifications (2; 75 pts. each; 150 pts. total):**

Each student will be required to take industry exams. You need to pass each certification exam 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 Session Quizzes (3; 10 pts. each)	30	
Class Reflections/Participation/Attendance	140	
SEO Simternship™	100	
Current Trend Presentation	100	
Landing Page & Email Drafts (25 pts. each)	50	
Blog	100	
Client Project Paper	100	
Client Project Presentation	100	
Certification Exams (2; 75 pts. each)	150	
<b>TOTAL</b>	<b>1,000</b>	

**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](mailto: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. The final examination schedule is posted on the [Class Schedules](#) site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

## **SPIRITUAL CARE**

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the [Office of Spiritual Life and Formation](#).

## 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
<b>WEEK 1</b>			
DAY 1 Aug 28	Introductions and discussion of course content, assignments, grading, etc.		<a href="#">Activate Stukent Account, Google Analytics, and HubSpot Accounts</a>
DAY 2 Aug 30	Quiz 1: Ch. 1  <b><u>Digital Marketing Essentials (DME)</u></b> <b><u>Textbook Chapter 1:</u></b> Digital Marketing Foundations		<a href="#">Watch Oli Gardner Expert Session in Stukent</a>
<b>WEEK 2</b>			
DAY 1 Sep 4	<b>Labor Day</b> <b>No Class</b>		<a href="#">Google Analytics 4 Certification:</a>
DAY 2 Sep 6	Expert Session Quiz 1 & Client Presentations		Use Google Analytics to Meet Your Business Objectives Unit - Set Up Google Analytics Using Best Practices, Practice with the

			Analytics Demo Account & Learn How to Navigate the Analytics Interface
<b>WEEK 3</b>			
DAY 1 Sep 11	Quiz 2: Ch. 2  <b>Chapter 2.</b> Web Design (Desktop & Mobile)		<a href="#">Google Analytics 4 Certification:</a> Use Google Analytics to Meet Your Business Objectives Unit - Get Familiar with Analytics Reports, Get Hands-on with Explorations in Analytics & Choose Your Account and Property Settings
DAY 2 Sep 13	Reflection #1  Current Trend Presentations #1 (UI/UX Design) & #2 (Blog)		<a href="#">Landing Page Draft</a> due Sunday, Sep 17 at 11:59 p.m.
<b>WEEK 4</b>			
DAY 1 Sep 18	Quiz 3: Ch. 3  <b>Chapter 3.</b> Analytics		<a href="#">Google Analytics 4 Certification:</a> Measure Your Marketing with Google Analytics Unit - Practice with the Analytics Demo Account & Get Familiar with Marketing Data in Analytics
DAY 2 Sep 20	Reflection #2 <a href="#">Application Day: Client Project (Blog)</a>		<a href="#">Blog Draft</a> due Sunday, Sep 24 at 11:59 p.m.
<b>WEEK 5</b>			
DAY 1 Sep 25	Quiz 4: Ch. 4  <b>Chapter 4.</b> On-site SEO		<a href="#">Google Analytics 4 Certification:</a> Go Further with Your Google Analytics Data Unit - Customize Analytics Data for Your Business
DAY 2 Sep 27	Reflection #3		

	Current Trend Presentations #3 (AI in Marketing) & #4 (AI for SEO)		Needs  <b><u>Certification Exam #1: Google Analytics 4 Friday Sep 29 from 10:55a-11:55a</u></b>
<b>WEEK 6</b>			
DAY 1 Oct 2	Quiz 5: Ch. 5  <b>Chapter 5.</b> Off-site SEO		SEO Simternship™ Section 4 Round 1: SEO Audit
DAY 2 Oct 4	SEO Simternship™ Section 1, Section 2, and Section 3  <b>Application Day: Client Project</b>		
<b>WEEK 7</b>			
DAY 1 Oct 9	Quiz 6 & 7: Ch. 6 & 7  <b>Chapter 6 &amp; 7.</b> Paid Search Marketing and Display Advertising		SEO Simternship™ Section 4 Round 2: On-page SEO Messenger
DAY 2 Oct 11	Reflection #4  Current Trend Presentations #5 (Retargeting Ads) & #6 (Privacy & Ethics)		Watch John Gagnon Expert Session in Stukent
<b>WEEK 8</b>			
DAY 1 Oct 16	Expert Session 2 Quiz & Quiz 8: Ch. 8  <b>Chapter 8.</b> Email Marketing		SEO Simternship™ Section 4 Round 3: On-page SEO Backpack  Email Draft due Sunday, Oct 22 at 11:59 p.m.
DAY 2 Oct 18	Reflection #5  <b>Application Day: Client Project (Email)</b>		
<b>WEEK 9</b>			
DAY 1 Oct 23	Quiz 9: Ch. 9  <b>Chapter 9.</b> Social Media 1		SEO Simternship™ Section 4 Round 4: On-page SEO Duffel

DAY 2 Oct 25	Reflection #6  Current Trend Presentations #7 (Influencer Marketing) & #8 (Affiliate Marketing)		Watch Dave Schneider Expert Session in Stukent
<b>WEEK 10</b>			
DAY 1 Oct 30	Expert Session 3 Quiz & Quiz 10: Ch. 10  <b>Chapter 10.</b> Social Media 2		SEO Simternship™ Section 4 Rounds 5 & 6: Create an Off-site Strategy & Backlink Evaluation
DAY 2 Nov 1	Reflection #7  <b>Application Day: Client Project (SM &amp; Influencer)</b>		
<b>WEEK 11</b>			
DAY 1 Nov 6	Quiz 11: Ch. 11  <b>Chapter 11.</b> Online Reputation Management		SEO Simternship™ Section 4 Round 7: Optimize Strategies
DAY 2 Nov 8	Reflection #8  ORM Case Studies & Quiz		
<b>WEEK 12</b>			
DAY 1 Nov 13	Quiz 12: Ch. 12  <b>Chapter 12.</b> Mobile Marketing		SEO Simternship™ Section 4 Rounds 8 & 9: Budget Decrease & Budget Increase
DAY 2 Nov 15	Reflection #9  SEO Simternship™ Brainstorming Session (Keyword Hitlist)		
<b>WEEK 13</b>			
DAY 1 Nov 20	Quiz 13: Ch. 13  <b>Chapter 13.</b> Digital Strategy		Client Project Paper due Sunday, Nov 26 at 11:59 p.m.
DAY 2 Nov 22	<b>Happy Thanksgiving! No Class</b>		
<b>Week 14</b>			
Day 1 Nov 27	Reflection #10		Client Project Presentation due

	<b>Application Day: Client Project Presentation</b>		Sunday, Dec 3 at 11:59 p.m.
Day 2 Nov 29	<b>Application Day: Client Project Presentation</b>		
<b>Week 15</b>			
Day 1 Dec 4	<b>Client Project Presentations</b>		Study for FINAL Exam - HubSpot Digital Marketing Certification
Day 2 Dec 6	<b>Client Project Presentations</b>		
<b>Week 16</b>			
<b>FINAL EXAM - Hubspot Digital Marketing Certification Friday, December 15th from 10:30 a.m. to 11:30 a.m.</b>			