



Fermanian School of Business

Point Loma Nazarene University

BMK 3050: Digital Marketing Essentials

Number of Units: 3

Fall 2025 – Quad 1

Meeting days: Online Only	Instructor: Mary Beth McCabe
Meeting times: Online Only	Phone: (858) 488 2867
Meeting location: Canvas	E-mail: mmccabe@pointloma.edu
Final Exam: WK 8	Office location and hours: Optional Group Office Hours Tuesdays 5-6pm PST Weekly Zoom, Students are encouraged to attend live. Appointments for one on one meetings available.

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:

Dr. McCabe has been teaching at Point Loma Nazarene University since 2021. She has been active in digital marketing and academics in San Diego as the Program Director for the Masters of Science in Marketing and responsible for Marketing course content at National University from 2010-2021. She is the founder of Sun Marketing Advertising/Media with previous clients among Fortune 500 firms and family businesses. She was an Account Executive at KUSI-TV, San Diego and WCIU-TV, Chicago. She is active in several marketing industry trade groups and a frequent speaker at marketing events. She has published four books, including an online textbook/courseware, Mobile Marketing Essentials (Stukent). Her Doctorate is in Marketing (DBA) from Alliant International University; MBA, Marketing from DePaul University and BA, Communications from the University of Dayton.

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 8 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

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 on [State Authorization](#) to view which states allow distance education outside of California.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

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 courseware and Simternship. If you have any issues with your purchase, contact support@stukent.com.
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 Certification](#). 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. You may take the exam before the designated day and time. You will need to pass the certification exam to receive full credit. The exam is PASS or FAIL. If you pass, you receive 100%, if you fail, you receive zero points.
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. The exam is PASS or FAIL. If you pass, you receive 100%, if you fail, you receive zero points.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use alternative sources of intelligence (AI) tools (e.g., ChatGPT, iA Writer, Gemini, etc.) in this course for first drafts ONLY. Any work that utilizes AI-based tools must be cited per APA 7th edition guidelines. Here is an example of proper a citation:

OpenAI. (2024). *ChatGPT* (version 3.5) [Large language model]. Retrieved from <https://chat.openai.com/chat>.

Plagiarism is defined as using or taking credit for someone or something else's work without permission or acknowledgment. If you use AI tools to generate work in this course and do not properly cite, then it is considered plagiarism and will be reported to the university as an Academic Integrity violation.

Students must provide a copy of the AI-generated work along with the proper citation. *The AI-generated work is not sufficient.* You must "own" the work by making revisions that align with the specific assignment objective(s) and it must be clear that your final submission is uniquely your "own" work. Credit will not be given for AI-generated work without evidence of your "human touch."

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini, Grammarly, Perplexity, etc.) in this course. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. Please use the following sources to guide your citations.

MLA Style Center: Citing Generative AI

APA Style: How to Cite ChatGPT

Chicago Manual of Style: Citing Content Developed or Generated by AI

COURSE SCHEDULE AND ASSIGNMENTS

Current Trend Presentation (100 pts. for presentation; 20 pts. for answering class questions; 30 pts. for comments):

All students must present the assigned current trend during the semester. You will be paired with other students in the course and must record a 15-minute presentation. Be creative and engaging as you present, especially since it's virtual! 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, 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. *All presentations are due the week it falls on by Friday at 11:59 p.m. (see class schedule and Canvas for due dates).*

If you are not presenting that week, then you will individually view the presentation in Canvas and post one comment by Sunday at 11:59 p.m. The comment must include a question for the presenters, insight about what you learned from the presentation, and feedback on the presentation skills. You do not have to comment on your own presentation. This is intended to help provide an atmosphere of honest critique so that everyone may improve in their presentation skills. (Presenters: be sure to follow up to answer any questions your peers ask about your presentation!)

Weekly Quizzes (13; 15 pts. each):

The textbook is well written and contains a lot of basic information about digital 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. There are NO makeup quizzes. All weekly quizzes are due the week it falls on by Sunday at 11:59 p.m. (see class schedule and Canvas for due dates).**

Video Comments (8; 15 pts. each):

Students will watch videos throughout the semester. The videos will be recorded by the professor and embedded into Canvas for students to view. Each video will be a brief lecture on the assigned reading for the week. To complete the assignment, students will comment on each assigned video about one specific thing you learned from the video. In addition, students may ask a clarifying question about a particular point or topic discussed in the video. Students may reply to each other and offer additional insight. **The only requirement to complete the assignment is to comment one specific thing you learned from the video, the clarifying question and replying to others with additional insight is optional.** This will help create a simulated live class session in an online class environment and enhance the learning experience for each student. *All weekly video comments are due the week it falls on by Friday at 11:59 p.m. (see class schedule and Canvas for due dates).*

Stukent SEO Simternship™ (25 pts. ea. round; 225 pts. total):

Students will individually complete this Simternship™. The program will grade each round automatically once you submit your work. Once you complete the Simternship™ you will receive a certificate and be able to include this work on your resume. *All weekly rounds are due the week it falls on by Sunday at 11:59 p.m. (see class schedule and Canvas for due dates).*

Website Landing Page for Real-World Client (100 pts. total):

Each student will individually create a website landing page using your HubSpot account or any other platform you prefer. You may use the AI tool in HubSpot or another AI tool to draft the content for a real-world client to be determined in advance. You must edit the AI content to make it your own work and demonstrate that the editing makes the content original to the original. You must include five of the seven conversion-centered principles taught by Oli Gardner in the expert session video.

Google Analytics for Beginners & HubSpot Digital Marketing Certification Exams (100 pts. each; 200 pts. total):

Each student will be required to take two industry exams and receive marketing certifications if the exam is passed according to the requirements. You will need to pass the certification exam to receive full credit *(see class schedule and Canvas for due dates)*. DO NOT take the exams until the designated midterm and final exam weeks in the course. If you take the exam(s) prematurely, you will receive zero points.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Academic Verification	5	

Introduce Yourself Video	5	
Current Trend Presentation (100 pts. for the presentation; 20 pts. for answering class questions; 30 pts. for comments)	150	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%
Weekly Quizzes (13; 15 pts. ea.)	195	
Video Comment Assignments (8 total; 15 pts. ea.)	120	
Stukent SEO Simternship™ (25 pts. ea. round; 225 pts. total):	225	
Website Landing Page for Real-World Client	100	
Certification Exams (2; 100 pts. ea.)	200	
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: death, university-sponsored field trip or activity, military obligation, or 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. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Adult Undergraduate Academic and General Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty

Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: "In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work."

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). 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 619-849-2533). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. Professors are able to view a student's approved accommodations through Accommodate.

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. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

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 ensure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any accommodations.

LANGUAGE AND BELONGING

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced other forms of discrimination, you can find more information on reporting and resources at www.pointloma.edu/nondiscrimination.

PLNU RECORDING NOTIFICATION

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements.

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 withdrawal date or, after that date, receive an "F" grade.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and plan to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

Refer to [Academic Policies](#) for additional detail.

ONLINE ASYNCHRONOUS ATTENDANCE/PARTICIPATION DEFINITION

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs
- Initiating contact with faculty member within the learning management system to discuss course content

Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

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.

PLNU SPIRITUAL CARE

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for Graduate and Adult Undergraduate students to encounter God and grow in their Christian faith. We have onsite chaplains at our different campuses who may be available during class break times across the week. If you have questions or a desire to meet or share any prayer requests with our chaplains, you can find them at the Chaplain's Page via myPLNU.

In addition, the Mission Valley and Balboa campuses have a prayer chapel for use as a space set apart for quiet reflection and prayer.

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.

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.

Grammarly: Students have unlimited FREE access to Grammarly for Education, a trusted tool designed to help enhance writing skills by providing real-time feedback, identifying areas for improvement, and providing suggestions. Grammarly's Generative AI is NOT available with our student accounts.

Tutoring: Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours. Your instructor has used it, so why don't you try?

ASSIGNMENTS AT-A-GLANCE

WEEKLY SCHEDULE (Subject to Change)

W K	Topics	Learning Activities (Readings, External Videos, Articles, Podcasts) (S) = Student to Student Interaction	Discussion Boards (S) = Student to Student Interaction	Homework (Quantitative, Papers) (S) = Student to Student Interaction	Other (Case Studies, Simulations, Group Projects, Presentations) (S) = Student to Student Interaction	Faculty Interaction {Faculty Recorded Content (eg. video or podcast, <u>Optional</u> Live Zoom) (S) = Student to Student Interaction	Points (Total must equal 1000)	Student Hours (Total range 112.5 to 120)
--------	--------	---	--	---	--	---	--	---

1	Light Week 1. Digital Marketing Foundations 2. Web Design (Desktop & Mobile)	1. Read Ch. 1 & 2 2. Watch Lecture Video Week 1	1. Video Comment	1. Quiz 1 & 2 – Ch. 1 & 2 2.		1. Academic Verification 2. Welcome Video	55	2
2	Analytics	1. Read Ch. 3 2. Watch Lecture Video Week 2	1. Video Comment	1. Quiz 3 – Ch. 3	1. Google Analytics Exam Due	1. Optional: Zoom Office Hours Tuesday 5p-6p	140-250	10
3	On-site and Off-site SEO	1. Read Ch. 4 & 5 2. Watch Lecture Video Week 3	1. Current Trend Presentation #1 2. Video Comment	1. Quiz 4 & 5 – Ch. 4 & 5		1. Optional: Zoom Office Hours Tuesday 5p-6	45-145	20
4	Paid Search Marketing and Display Advertising	1. Read Ch. 6 & 7 2. Watch Lecture Video Week 4	1. Current Trend Presentation #2 2. Video Comment	1. Quiz 6 & 7 – Ch. 6 & 7	1. SEO Simternship™ Rounds 1, 2, 3 Due	1. Optional: Zoom Office Hours Tuesday 5p-6p	115-235	15
5	Email Marketing	1. Read Ch. 8 2. Watch Lecture Week 5	1. Current Trend Presentation #3 2. Video Comment	1. Quiz 8 – Ch. 8	1. SEO Simternship™ Rounds 4, 5, 6 Due	1. Optional: Zoom Office Hours Tuesday 5p-6p	100-220	15
6	Social Media	1. Read Ch. 9 & 10 2. Watch Lecture Video Week 6	1. Current Trend Presentation #4 2. Video Comment	1. Quiz 9 & 10 – Ch. 9 & 10	1. SEO Simternship™ Rounds 7, 8, 9 Due	1. Optional: Zoom Office Hours Tuesday 5p-6p	115-235	15
7	1. Online Reputation Management 2. Mobile Marketing	1. Read Ch. 11 & 12 2. Watch Lecture Video Week 7	1. Video Comment	1. Quiz 11 & 12 – Ch. 11 & 12	1. Website Landing Page Due	1. Optional: Zoom Office Hours Tuesday 5p-6p	145	20
8	1. Digital Strategy 2. AI in Digital Marketing	1. Read Ch. 13 & 14 2. Watch Lecture Videos Week 8 on Ch. 13 & 14	1. Video Comment	1. Quiz 13 – Ch. 13 & 14	1. HubSpot Digital Marketing Certification Exam	1. Optional: Zoom Office Hours Tuesday 5p-6p	130	20