



**Fermanian School of Business**  
**Point Loma Nazarene University**  
**BMK 3050: Digital Marketing Essentials**  
**Number of Units: 3**

**Spring 2026 – Quad 2**

<b>Meeting days:</b> Online Only	<b>Instructor:</b> Christina Kalberg, DBA
<b>Meeting times:</b> Online Only	<b>Phone:</b> (760) 532-4849
<b>Meeting location:</b> Canvas	<b>E-mail:</b> ckalberg@pointloma.edu
<b>Final Exam:</b> WK 8	<b>Office location and hours:</b> FSB 126 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 Associate 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 content issues relevant to marketers. Topics include content development and campaign execution for digital marketing channels, driving online traffic, generating leads and converting leads into customers.

### **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 content concepts, practices and issues relevant to marketers (PLO 1 & G1).
2. Describe best practices in digital marketing content and cite industry changes for the top platforms that affect businesses today (PLO 1 & G1).
3. Create a comprehensive Content Marketing Strategy that enables a business to attract and convert customers (PLO 2, G1 & G2).

4. Determine the appropriate KPIs for digital marketing content (PLO 2 & G1).
5. Demonstrate expertise in Hootsuite social media marketing (PLO 3 & 5).

## **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 8 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 120 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 (PLNU) is approved to conduct activities regulated by that state. In certain states outside California, PLNU 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 PLNU 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 online (distance education) outside of California.

## **REQUIRED TEXT AND EXAM INFORMATION**

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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. 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 brainstorming and idea generation. You may NOT use AI on exams in this course or cite AI as a source for any research or evidence-based work. Follow the professor's verification process outlined below when using AI to help you find information to include in your marketing efforts:

1. Cross-reference it by searching for the same information on sources like Google or Google Scholar. Find two or more sources that contain the same piece of information.
2. Establish the credibility of each source in step 1. To do so, check who else is citing the source (at least one other) and determine whether the information is current (within the past 12 months).
3. Follow Google's E-EAT guidelines (experience, expertise, authority, and trustworthiness). Provide at least two additional sources that establish the company as an authority on the piece of information based on points 1 and 2 above. Cite both sources using APA 7<sup>th</sup> edition in-text and reference guidelines.

Any work that utilizes AI-based tools must be clearly cited per APA 7<sup>th</sup> edition guidelines. Here is an example of proper citation:

OpenAI. (2025). *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 it then it is considered plagiarism and will be reported to the university as an Academic Integrity violation. In addition to reporting plagiarism to the university, students who use AI to generate work and do not properly cite it will receive a zero on the assignment submitted.

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 work that is AI-generated, without evidence of your "human touch."

Lastly, you may not copy and paste anything from the textbook used in this course and upload it into an AI tool. That is copyright infringement and will be dealt with as an academic honesty integrity violation.

## **COURSE SCHEDULE AND ASSIGNMENTS**

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### **Current Trend Presentation & Video Comments (100 pts. for presentation; 6 x 15 pts. for each comment, 90 pts. total for comments):**

All students must present the assigned current trend during the semester. You will be grouped with other students in the course and must record a 10-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 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.

### **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™ (15 pts. ea. round; 135 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).*

**Digital Marketing Plan for Real-World Client (200 pts. total; 100 pts. for presentation and 20 pts. each for 5 application assignments):**

Each student will be grouped with classmates to create a digital marketing plan for the assigned not-for-profit organization (NPO) this semester. The project will include five application assignments and a recorded video presentation to the instructor. 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 application assignments and recorded video presentation.

**Google Analytics for Beginners & HubSpot Digital Marketing Certification Exams (75 pts. each; 150 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. You will need to pass the certification exam to receive full credit.

**ASSESSMENT AND GRADING**

ASSIGNMENTS	POINTS	GRADE SCALE
Academic Verification	5	A=93-100%
Introduce Yourself	5	A-=92-90%
Current Trend Presentation	100	B+=87-89%
Current Trend Presentation Comments (15 pts. each; 6 presentations)	90	B=83-86%
Weekly Quizzes (13; 15 pts. each)	195	B-=80-82%
Video Comment Assignments (8 total; 15 pts. ea.)	120	C+=77-79%
Stukent SEO Simternship™ (15 pts. ea. round; 9 rounds total):	135	C=73-76%
Digital Marketing Plan for Real-World Client (100 pts. for presentation; 5 deliverables at 20 pts. ea., 100 pts. total)	200	C-=70-72%
		D+=67-69%
		D=63-66%
		D-=60-62%
		F=0-59%

Certification Exams (2; 75 pts. each)	150	
<b>TOTAL</b>	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 in the following University-sanctioned circumstances: illness (with doctor’s note), 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 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 ACADEMIC HONESTY POLICY**

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. 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 **synchronous** 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 (virtual or face-to-face), 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.

In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See [ADC Academic Policies in the Graduate and Professional Studies Catalog](#).

**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.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor.

### **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**

PLNU strives to be a place where you grow as a whole person. To this end we provide resources for our Graduate and Adult Undergraduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break

times across the week. If you have questions for, desire to meet or share a prayer request please email mvchaplain@pointloma.edu.

In addition, on the MV campus there is a prayer chapel on the third floor which is open 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 text 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.

**ASSIGNMENTS AT-A-GLANCE** *(next page and 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 for exam prep only) (S) = Student to Student Interaction	Points (Total must equal 1000)	Student Hours (Total range 112.5 to 120)
1	1.Digital Marketing Foundations 2. Web Design (Desktop & Mobile)	1. Read Ch. 1 & 2 2. Watch Lecture Videos on Ch. 1 & 2	1. Video Comment  2. Current Trend Presentation #1	1. Quiz 1 & 2 – Ch. 1 & 2 2.	1. Digital Marketing Plan Application Assignment #1	1. Academic Verification  2. Introduce Yourself	75-165	12
2	1. Analytics	1. Read Ch. 3 2. Watch Lecture Videos on Ch. 3	1. Current Trend Presentation #2  3. Video Comment	1. Quiz 3 – Ch. 3	1. Google Analytics for Beginners Exam Due		65-155	10

3	<b>Light Week</b> 1. On-site and Off-site SEO	1. Read Ch. 4 & 5 2. Watch Lecture Videos on Ch. 4 & 5	1. Video Comment 2. Current Trend Presentation #3	1. Quiz 4 & 5 – Ch. 4 & 5			115-205	18
4	1. Paid Search Marketing and Display Advertising	1. Read Ch. 6 & 7 2. Watch Lecture Videos on Ch. 6 & 7	1. Current Trend Presentation #4 2. Video Comment	1. Quiz 6 & 7 – Ch. 6 & 7	1. Digital Marketing Plan Application Assignment #2 2. SEO Simternship™ Rounds 1, 2, 3 Due		205	18
5	1. Email Marketing	1. Read Ch. 8 2. Watch Lecture Videos on Ch. 8	1. Current Trend Presentation #5 2. Video Comment	1. Quiz 8 – Ch. 8	1. Digital Marketing Plan Application Assignment #3 2. SEO Simternship™ Rounds 4, 5, 6 Due		35	2
6	1. Social Media 1 2. Social Media 2	1. Read Ch. 9 & 10 2. Watch Lecture Videos on Ch. 9 & 10	1. Current Trend Presentation #6 2. Video Comment	1. Quiz 9 & 10 – Ch. 9 & 10	1. Digital Marketing Plan Application Assignment #4 2. SEO Simternship™ Rounds 7, 8, 9 Due		115-205	18
7	1. Online Reputation Management 2. Mobile Marketing	1. Read Ch. 11 & 12 2. Watch Lecture Videos on Ch. 11 & 12	1. Video Comment 2. Current Trend Presentation #7	1. Quiz 11 & 12 – Ch. 11 & 12	1. Digital Marketing Plan Application Assignment #5		115-205	18
8	1. Digital Strategy	1. Read Ch. 13 2. Watch Lecture Videos on Ch. 13	1. Video Comment 2. Digital Marketing Plan Presentation	1. Quiz 13 – Ch. 13	1. HubSpot Digital Marketing Certification Exam		185	18