



**Fermanian School of
Business Point Loma
Nazarene University**

BMK 3050: Digital Marketing Essentials

Number of Units: 3

Fall 2026 – 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: FSB 134 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. 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 PLNU since August 2021. She was the Program Director for the Master of Science in Marketing and was responsible for the undergraduate marketing courses at National University from 2010 to 2021. She is the founder of Sun Marketing Advertising/Media, with previous clients among Fortune 500 firms and family businesses. She works with clients in traditional and digital marketing. She was an Account Executive at KUSI-TV in San Diego and WCIU-TV in Chicago (Univision). She is active in several marketing trade groups, including the San Diego American Marketing Association, the PLNU American Marketing Association student chapter, and is a frequent speaker at marketing events. Her Doctorate is in Marketing from Alliant International University, an MBA, Marketing from DePaul University, and a BA, Communications from the University of Dayton. She has successfully traveled around the world twice, each time solo for 90 days. She is the author of several books in the series 5 Steps to Solo Travel, and her author name is Dr. Mary Travelbest.

COURSE DESCRIPTION

A comprehensive study of digital marketing theory, issues, strategies, practical uses and channels across diverse business contexts. This course examines the fundamental principles that drive effective digital marketing campaigns while developing hands-on skills through industry certifications. Topics include strategic website design principles, analytics for data-driven decision making, search engine optimization best practices, email marketing and social media platform utilization to build customer relationships. Special attention is given to emerging trends in digital marketing, including the responsible and ethical use of Generative AI and online brand reputation management. Students will learn to generate leads online through paid, owned, and earned media that align with organizational objectives.

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 (TUG: PLO 1 & G1); (BBA: PLO 1 & G1).
2. Describe best practices in digital marketing channels and cite industry changes that affect businesses today (TUG: PLO 1 & G1); (BBA: PLO 1 & G1).
3. Exhibit in-depth insight of Google measurement tools (TUG: PLO 1 & G1); (BBA: PLO 1 & G1).
4. Determine the appropriate KPIs for digital and social media marketing (TUG: PLO 2 & G1); (BBA: PLO 2 & G2).
5. Demonstrate expertise in search engine optimization (TUG: PLO 2 & G1); (BBA: PLO 2, G1 & G2)."

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. 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 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 California.

REQUIRED TEXT AND EXAM INFORMATION

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:
 - Understand the primary business function of Search Engine Optimization (SEO).
 - Perform appropriate analysis in preparation for conducting a successful SEO campaign.
 - Accomplish key tasks associated with SEO for websites and other media.
 - Measure and report on SEO outcomes and make adjustments based on performance data.
3. Required: [Google Analytics Certification 2026](#) Showcase your ability to use Google Analytics 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 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. You can take it again after a certain amount of time has passed, but before the class deadline.

4. Required: HubSpot Digital Marketing Certification. Each student will register for a HubSpot account after your professor signs you up with your Point Loma email. You need to pass each 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. You can take it again after a certain amount of time has passed, but before the class deadline

5.

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: 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.

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).

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 7th edition in-text and reference guidelines.

Any work that utilizes AI-based tools must be clearly cited per APA 7th 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

Current Trend Presentation & Video Comments (100 pts. for presentation; 4 x 15 pts. for each comment, 40 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 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 (100 pts. for presentation):

Each student will 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 & HubSpot Digital Marketing Certification Exams (100 pts. each; 100 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*). 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% 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%
Introduce Yourself	5	
Current Trend Presentation (group)	100	
Current Trend Presentation Comments, 10 pts each, 4 presentations	100	
Peer review on Group Project	40	
Weekly Quizzes (13; 15 pts. each)	195	
Video Comment Assignments (8 total; 15 pts. ea.)	120	
Stukent SEO Simternship™ (15 pts. ea. round; 9 rounds total):	135	
Digital Marketing Plan for Real-World Client;	100	
Certifications: Google and Hubspot	200	
Total	1000	

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, 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 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 on the PL campus, the first floor of the Balboa campus, and the second floor of the Mission Valley campus. For all students, including the Bakersfield campus, virtual appointments are available. You can reach the Educational Access Center (EAC) [by email](#) or phone at 619-849-2533. Students can access both requests for and evidence of disability through the Accommodate link off the main page of [OneLogin](#). 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 approved 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 approved accommodations in that particular course. Accommodations are not retroactive; as such, 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-related need should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. In accordance with ADA, accommodations cannot constitute a fundamental alteration to course outcomes; therefore, planning ahead is vital in establishing appropriate accommodations for equal access to this course. 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 eligibility 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.

GPS ACADEMIC RESOURCES

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- [The GPS Writing Center](#) offers:
 - **Zoom Writers Workshops** offered each quad on a variety of helpful topics
 - **One-to-one appointments** with the Writing Coach
 - **Microlearning YouTube Video Library** for helpful tips anytime
 - [Research Help Guide](#) to help you start your research
 - The physical office is located on the third floor of the [Mission Valley Regional Center](#) off the student lounge
- [Academic Writing Resources Course](#): Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. [Watch a quick video run-through](#) and take time now to explore!
- [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.

We are here to support you! Contact us anytime: GPSWritingCenter@pointloma.edu

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.

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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 California.

PLNU ACADEMIC BEHAVIOR POLICY

Both faculty and students at Point Loma Nazarene University have the right to expect a safe and ordered environment for learning. Students are expected to take the initiative to learn and conduct themselves in a mature and civil manner in the classroom environment. Any student behavior that is disruptive or threatening is a serious affront to Point Loma Nazarene University as a learning community. Students who fail to adhere to these behavioral standards may be subject to disciplinary action, including removal from class or further university sanctions. For a full definition of disruptive behavior, response procedures, and the appeal process, please consult the Academic Behavior Policy in the University Catalog.

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	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. Video Comment	1. Quiz 8 – Ch. 8	1. Digital Marketing Plan Application Assignment #3 2. SEO Simternship™ Rounds 4, 5, 6 Due		35	10
6	1. Social Media 1 2. Social Media 2	1. Read Ch. 9 & 10 2. Watch Lecture Videos on Ch. 9 & 10	1. 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	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