



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

Fall 2020

Meeting days: Online	Instructor: Christina Kalberg, MBA
Meeting times: Online	Phone: (760) 532-4849
Meeting location: Zoom	E-mail: ckalberg@pointloma.edu
Final Exam: TBD	Office location and hours: 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 the past 17 years, I have been helping organizations grow their business and extend their brand awareness through strategic integrated B2B and B2C marketing, fundraising, public relations, public advocacy, public speaking, and leadership. I've raised over \$40M for local nonprofits using online and offline tactics such as sales, organic and paid advertising, email marketing, social media marketing, search engine marketing, search engine optimization, designing conversion-centered websites and landing pages.

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

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

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

COURSE DESCRIPTION

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

COURSE LEARNING OUTCOMES

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

1. Exhibit an understanding of social media and digital marketing concepts, practices and issues relevant to marketers (PLO 1 & G1).
2. Describe best practices in social media marketing and cite industry changes for the top platforms that affect businesses today (PLO 1 & G1).
3. Create a comprehensive Inbound Marketing Strategy that enables a business to attract, convert, close and satisfy customers (PLO 2, G1 & G2).
4. Determine the appropriate KPIs for digital and social media marketing (PLO 2 & G1).
5. Collaborate effectively in teams to prepare and present an Inbound Marketing Strategy (PLO 3 & 5)

COURSE CREDIT HOUR INFORMATION

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

STATE AUTHORIZATION

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

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

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

1. Required Textbook: This course uses a digital textbook that can be accessed at <http://library.stukent.com>. *Digital Marketing Essentials & Social Media Marketing*. Go to <https://home.stukent.com/join/B0D-A37> to register for the online course and materials.
2. Required: HubSpot Content Marketing Certification: Content marketing is the foundation for executing an effective inbound marketing strategy. This certification will teach you how storytelling, content creation, repurposing and promotion come together to build an inbound content marketing machine that grows a business and your career. Each student will receive an email from HubSpot on the first day of class, please follow the directions in the email to login and register for the course and exam. You will need to pass the certification exam to receive full credit.

COURSE SCHEDULE AND ASSIGNMENTS

Weekly Quizzes (11; 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 on Stukent.com. The purpose of these quizzes is to ensure that students have read and understood the textbook chapters. **Students will complete 11 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).*

Weekly Reflection (11; 10 pts. each):

Reflections each week may take on a different format. Some may involve reflecting on various quotes or Bible verses, while others may involve some sort of activity. The reflection each week should be one paragraph (approx. 250 words). You will be graded on the quality of your post, depth of thought, and grammar/spelling. Please proofread so you may submit an error-free response (see class schedule and Canvas for due dates).

Weekly Discussion Board (7; 10 pts. each):

Each group must submit at least one question regarding the Inbound Marketing Strategy group project to the class discussion board weekly on Sundays by 11:59 p.m.

HubSpot Content Marketing & Hootsuite Platform Certifications (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. The first certification is Content Marketing. Content marketing is the foundation for executing an effective inbound marketing strategy. This certification will teach you how storytelling, content creation, repurposing and promotion come together to build an inbound content marketing machine that grows a business and your career. You will need to pass the certification exam to receive full credit. The second certification is the Hootsuite Platform and students will learn how to use marketing automation software to optimize social media marketing.

Group Project: Inbound Marketing Strategy Deliverables (4; 50 pts. each; 200 pts. total)

There are four stages in the Group Project this semester. The four deliverables are due according to the class schedule. Late assignments will receive a zero, no exceptions. Peer-to-peer evaluations will be conducted after every deliverable is submitted, each one is worth 10 points for a total of 40 points.

FINAL Group Project: Inbound Marketing Strategy (200 pts. total):

As a learning exercise in this course, you will, as part of a team, write a comprehensive inbound marketing strategy for a small to medium sized (1-500 employees) company of your choice.

The project will consist of four deliverables and a final paper and presentation to be turned in according to the class schedule and the specific instructions. **Each group will submit a final paper and present to the class according to the class schedule.** Peer-to-peer evaluations will be conducted and are worth 70 points.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Weekly Quizzes (11; 10 pts. each)	110	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 Reflection (11; 10 pts. each)	110	
Weekly Discussion Board for Group Project (7; 10 pts. each)	70	
HubSpot & Hootsuite Certifications	200	
Deliverables (1-4): Inbound Marketing Strategy (4; 50 pts. each)	200	
Deliverable Peer Reviews (4; 10 pts. each)	40	
Final Project: Inbound Marketing Strategy Paper & Presentation (200 pts. total; 100 pts. each)	200	
Final Project: Peer Review	70	
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 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

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. 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 drop date or, after that date, receive the appropriate grade for their work and participation. 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 [Academic Policies](#) in the Undergraduate Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Asynchronous Attendance/Participation Definition

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

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. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

FINAL EXAMINATION POLICY

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

SPIRITUAL CARE

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

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

INSTRUCTOR FEEDBACK

Assignments will be graded as soon after the due date as possible and grades for the week will be posted to the Canvas gradebook by Tuesday night of the following week. If an immediate response is needed email or phone the instructor.

USE OF TECHNOLOGY

In order to be successful in the online environment, 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 compatible with their computer available to use. If a student is in need of technological resources please contact student-tech-request@pointloma.edu.

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

COURSE SCHEDULE AND ASSIGNMENTS

WEEK	CLASS CONTENT	ASSIGNMENTS
1	<p>Course Introduction</p> <p>Stukent: Digital Marketing Essentials (DME) Ch. 1</p> <p>HubSpot Account</p> <p>Inbound Marketing Strategy Group Project</p>	<p>Register for Stukent Account & Purchase 2 Textbooks</p> <p>Register for HubSpot Account</p> <p>Read DME Ch. 1: Digital Marketing Foundations</p> <p>Read PPT DME Ch. 1</p> <p>Watch Video 1 DME Ch. 1</p> <p>Quiz 1: DME Ch. 1</p> <p>WK1 Reflection</p> <p>WK1 Discussion Board: Inbound Marketing Strategy Group Project</p>
2	<p>Stukent: DME Ch. 2 Web Design</p>	<p>Read DME Ch. 2: Web Design</p> <p>Read PPT DME Ch. 2</p> <p>Watch Video 2 DME Ch. 2</p> <p>Quiz 2: DME Ch. 2</p> <p>WK2 Reflection</p> <p>WK2 Discussion Board: Inbound Marketing Strategy Group Project</p>
3	<p>Stukent: DME Ch. 3 Analytics</p>	<p>Read DME Ch. 3: Analytics</p> <p>Read PPT DME Ch. 3</p> <p>Watch Video 3 DME Ch. 3</p> <p>Quiz 3: DME Ch. 3</p> <p>WK3 Reflection</p> <p>WK3 Discussion Board: Inbound Marketing Strategy Group Project</p>
4	<p>Inbound Marketing Strategy Group Project Deliverable 1 Due</p> <p>Stukent: DME Ch. 4 & 5</p>	<p>Inbound Marketing Strategy Group Project Deliverable 1: Uncover a Need/Problem (Company Overview, Content SWOT Analysis and Content GAP Analysis) Due</p> <p>Read DME Ch. 4&5: On-site & Off-site SEO</p> <p>Read PPT DME Ch. 4&5</p> <p>Watch Video 4 DME Ch. 4&5</p> <p>Quiz 4: DME Ch. 4&5</p> <p>WK4 Reflection</p>
5	<p>Stukent: DME Ch. 6 & 7</p>	<p>Read DME Ch. 6&7: Paid Search & Online Ads</p> <p>Read PPT DME Ch. 6&7</p> <p>Watch Video 5 DME Ch. 6&7</p> <p>Quiz 5: DME Ch. 6&7</p> <p>WK5 Reflection</p> <p>WK5 Discussion Board: Inbound Marketing Strategy Group Project</p>
6	<p>Stukent: DME Ch. 8</p>	<p>Read DME Ch. 8: Email Marketing</p> <p>Read PPT DME Ch. 8</p>

		<p>Watch Video 6 DME Ch. 8</p> <p>Quiz 6: DME Ch. 8</p> <p>WK6 Reflection</p> <p>WK6 Discussion Board: Inbound Marketing Strategy Group Project</p>
7	<p>Inbound Marketing Strategy Group Project Deliverable 2 Due</p> <p>Stukent: DME Ch. 11</p>	<p>Inbound Marketing Strategy Group Project Deliverable 2: Connect to the Market (Buyer Persona Development and Conversion Path to Generate Leads) Due</p> <p>Read DME Ch. 11: Online Reputation Mgmt.</p> <p>Read PPT DME Ch. 11</p> <p>Watch Video 7 DME Ch. 11</p> <p>Quiz 7: DME Ch. 11</p> <p>WK7 Reflection</p>
8	<p>Midterm Exam: HubSpot Content Marketing Certification</p> <p>Stukent: Social Media Marketing (SMM) Ch. 1</p>	<p>HubSpot Content Marketing Certification EXAM</p> <p>Read SMM Ch. 1: Introduction</p> <p>Read PPT SMM Ch. 1</p> <p>Watch Video 8 SMM Ch. 1</p> <p>Quiz 8: SMM Ch. 1</p> <p>WK8 Reflection</p> <p>WK8 Discussion Board: Inbound Marketing Strategy Group Project</p>
9	<p>Stukent: SMM Ch. 3 & 6</p>	<p>Read SMM Ch. 3&6: Social Media Audit and Planning Process</p> <p>Read PPT SMM Ch. 3&6</p> <p>Watch Video 9 SMM Ch. 3&6</p> <p>Quiz 9: SMM Ch. 3&6</p> <p>WK9 Reflection</p> <p>WK9 Discussion Board: Inbound Marketing Strategy Group Project</p>
10	<p>Inbound Marketing Strategy Group Project Deliverables 3 Due</p> <p>Stukent: SMM Ch. 8</p>	<p>Inbound Marketing Strategy Group Project Deliverable 3 & 4: Activate a Solution (Create New Content Ideas & Nurturing Plan and Content Plan Timeline) Due</p> <p>Read SMM Ch. 8: Social Media Advertising</p> <p>Read PPT SMM Ch. 8</p> <p>Watch Video 10 SMM Ch. 8</p> <p>Quiz 10: SMM Ch. 8</p> <p>WK10 Reflection</p>
11	<p>Stukent: SMM Ch. 9</p>	<p>Read SMM Ch. 9: Viral Marketing Social Media Campaign</p> <p>Read PPT SMM Ch. 9</p> <p>Watch Video 11 SMM Ch. 9</p> <p>Quiz 11: SMM Ch. 9</p> <p>WK11 Reflection</p>

		WK11 Discussion Board: Inbound Marketing Strategy Group Project
12	Thanksgiving	None
13	Inbound Marketing Strategy Group Project Deliverables 4 Due	Inbound Marketing Strategy Group Project: Deliverable 4: Measure Results (Define Content Marketing Objectives and KPI's) & Social Media Audit/Prospecting Due
14	Inbound Marketing Strategy Group Project: Submit Final Paper & Presentations	Inbound Marketing Strategy Group Project FINAL Paper Due Inbound Marketing Strategy Group Project FINAL Presentation Due Group Project Peer-to-Peer Evaluation Due
15	FINAL Exam: Hootsuite Platform Certification	

Note: Assignment description and requirements are provided in Canvas.