Spring 2022: Section 1

Meeting days: Tuesdays/Thursdays	**Instructor:** Christina Kalberg, MBA
Meeting times: 11:00a-12:15p	**Phone:** (760) 532-4849
Meeting location: FSB 105	**E-mail:** ckalberg@pointloma.edu
Final Exam: Thursday, May 5th from 10:30 a.m. to 1:00 p.m.	**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 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 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*. Go to https://home.stukent.com/join/32C-FAB to register for the online course and materials.

2. Required: Purchase functional WordPress website and domain name with blog, email and social media capabilities.

3. Required: Google Analytics for Beginners. Google Analytics for Beginners shows new users how to create an account, implement tracking code, and set up data filters. You'll learn how to navigate the Google Analytics interface and reports, and set up dashboards and shortcuts. The course will also demonstrate how to analyze basic Audience, Acquisition, and Behavior reports, and set up goals and campaign tracking. Go to https://analytics.google.com/analytics/academy/course/6 to register for the online course. You will need to pass the certification exam to receive full credit.

4. Required: HubSpot Marketing Software Certification. Learn to host and optimize traffic to your website, nurture your contacts through tailored web and email content channels, and

manage personalized relationships at scale using segmentation and automation tools. In this certification course, you'll learn how HubSpot's Customer Relationship Management (CRM) fits within the larger context of an inbound business, how to navigate through the different tools, and how to use the tools to set short-term productivity goals. Each student will register for a HubSpot account during the first week of class. You will need to pass the certification exam to receive full credit.

COURSE SCHEDULE AND ASSIGNMENTS

Weekly Quizzes (13; 10 pts. each):

The textbook is well written and contains a lot of basic information about digital and social media marketing. Throughout the semester there will be weekly online quizzes that students will complete in Canvas. The purpose of these quizzes is to ensure that students have read and understood the textbook chapters. **Students will complete 13 quizzes. There are NO makeup quizzes.** *All weekly quizzes are due the week it falls on by Monday at 11:59 p.m. (see class schedule and Canvas for due dates).*

In-Class Experiences-Participation-Attendance (140 pts. total):

Students will engage in in-class experiences throughout the semester and must follow the Professor's instructions to receive full credit. Attendance is this class is important and valuable to the overall learning experience of each student. Students will not receive credit for the in-class experience if they are absent that day and will not be able to make up the points so plan accordingly. Students will only receive participation points if they engage during class discussions and with the Professor's lecture questions.

Current Topic Presentation (100 points total):

All students must present on a current topic during the semester and lead a class discussion on the topic. The topic area is open to anything relevant for the chapter assigned that week, must be timely (2021 or sooner) and connected to a real-world example of Digital Marketing.

Your team will create a **10 minute presentation followed by 10 minutes of class discussion and engagement**. Each team will identify a current topic to present and "teach" to the class. Following the presentation, the team must engage the class in a 10 minute class discussion. Be creative and have fun with how you engage the class!

50 points will be earned for the presentation 50 points will be earned through the class discussion/engagement. Teaching the class something new related to the topic, relevancy of the real-word example, creativity, visual appeal and slides free of grammar/spelling errors will earn you the most points. Each team will create visually appealing and informational slides to present during the assigned class session. You must dress professionally, a blazer and collared shirt is preferred. Late presentations will receive a zero, no exceptions.

Website Assignment (100 pts. total):

Students will individually create, design and publish a LIVE conversion-centered WordPress website. WordPress is the world's most popular website builder, 43% of the web is built on

WordPress. More bloggers, small businesses, and Fortune 500 companies use WordPress than all other options combined. Learning to create, design and publish a WordPress website is an invaluable skill for marketers today and is the basis of the semester-long project. Students will be graded based on creativity, conversion-centered design implementation and overall functionality of the website.

Blog (100 points):

Students will create a blog in HubSpot and post it on their WordPress website. Read this "How To" guide to construct a professional blog using industry best practices: https://blog.hubspot.com/marketing/how-to-start-a-blog.

Email (100 points):

Students will create an email in HubSpot and send it out to contacts uploaded in the HubSpot account. Read this "How To" guide to construct a professional marketing email using industry best practices: https://blog.hubspot.com/blog/tabid/6307/bid/32606/the-9-must-have-components-of-compelling-email-copy.aspx.

Expert Sessions (13; 10 pts. each):
You will watch Expert Sessions throughout the semester. Students will listen to the session on stukent.com and do a 200-word write-up. In this write-up, you will teach someone one key takeaway you learned from the session. This is not a simple summary or regurgitation of information. Rather, you must organize the information and explain it in a way that helps someone else learn the material. You can use bullet points, diagrams, prose, or any other format that helps teach the takeaway effectively.

Google Analytics for Beginners & HubSpot Marketing Software 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. You will need to pass the certification exam to receive full credit.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Weekly Quizzes (13; 10 pts. each)	130	A=93-100% A-=92-90% B+=87-89% B=83-86% B-=80-82% C+=77-79% C=73-76% C-=70-72% D+=67-69% D=63-66% D-=60-62% F=0-59%
Expert Sessions (13; 10 pts. each)	130	
In-Class Experiences/Participation/Attendance	140	
Current Topic Presentation	100	
Website Assignment	100	
Blog	100	
Email	100	

Certification Exams (2; 100 pts. each)	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: illness (with doctor's note), death, university-sponsored field trip or activity, military obligation, religious holiday. There are no makeup quizzes or exams.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. 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. If an immediate response is needed email or phone the instructor. If you're reading this then congratulations, you unlocked the ability to skip an expert session write-up of your choosing! In order to skip the assignment and receive full credit, copy the entire Instructor Feedback section of text from the syllabus and paste it into the assignment in Canvas that you choose to skip. Good job reading the syllabus and paying attention to detail, it will serve you well in your academic and professional career!

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the *[Technology and System Requirements](#)* information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

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

ASSIGNMENTS AT-A-GLANCE

<u>**WEEKLY SCHEDULE**</u> *(Subject to Change)*

SESSION/DAY/DATE	IN CLASS ACTIVITIES	LEARNING OBJECTIVES	ASSIGNMENTS DUE DATE
WEEK 1			
DAY 1 Jan 13	• Introductions and discussion of course content, assignments, grading, etc.		Activate Stukent Account Activate Google Account Activate HubSpot Account

WEEK 2			
DAY 1 Jan 18	**Digital Marketing Essentials (DME) Textbook Chapters 1:** Digital Marketing Foundations and Web Design (Desktop & Mobile)		Quiz 1: DME Ch. 1 due Monday, Jan 17 at 11:59 p.m. Google Analytics for Beginners Certification: Unit 1: Introducing Google Analytics Lesson 1: Why digital analytics? Lesson 2: How Google Analytics works Lesson 3: Google Analytics setup Lesson 4: How to set up views with filters
DAY 2 Jan 20	Website Assignment Review & Application Day		
WEEK 3			
DAY 1 Jan 25	**Chapter 2.** Web Design (Desktop & Mobile)		Quiz 2: DME Ch. 2 due Monday, Jan 24 at 11:59 p.m. Stukent Expert Session Write-up #1: due Monday, Jan 24 at 11:59 p.m. Google Analytics for Beginners Certification: Unit 2: The Google Analytics Interface Lesson 1: Navigating Google Analytics Lesson 2: Understanding overview reports Lesson 3: Understanding full reports Lesson 4: How to share reports
DAY 2 Jan 27	Current Topic Presentation #1 & Application Day		

			Lesson 5: How to set up dashboards and shortcuts
WEEK 4			
DAY 1 Feb 1	**Chapter 3.** Analytics		Quiz 3: DME Ch. 3 due Monday, Jan 31 at 11:59 p.m.
DAY 2 Feb 3	Current Topic Presentation #2 & Application Day		Stukent Expert Session Write-up #2: due Monday, Jan 31 at 11:59 p.m. Google Analytics for Beginners Certification: Unit 3: Basic Reports Lesson 1: Audience reports Lesson 2: Acquisition reports Lesson 3: Behavior reports
WEEK 5			
DAY 1 Feb 8	**Chapter 4 & 5.** On-site and Off-site SEO		Quiz 4 & 5: DME Ch. 4 & 5 due Monday, Feb 7 at 11:59 p.m. Stukent Expert Session Write-up #3: due Monday, Feb 7 at 11:59 p.m.
DAY 2 Feb 10	Current Topic Presentation #3 & Application Day		Google Analytics for Beginners Certification: Unit 4: Basic Campaign and Conversion Tracking Lesson 1: How to measure Custom Campaigns Lesson 2: Tracking campaigns with the URL Builder

			Lesson 3: Use Goals to measure business objectives Lesson 4: How to measure Google Ads campaigns Lesson 5: Course review and next steps
WEEK 6			
DAY 1 Feb 15	**Chapter 6 & 7.** Paid Search Marketing and Display Advertising		Quiz 6 & 7: DME Ch. 6 & 7 due Monday, Feb 14 at 11:59 p.m.
DAY 2 Feb 17	Current Topic Presentation #4 & Application Day		Stukent Expert Session Write-up #4: due Monday, Feb 14 at 11:59 p.m.
WEEK 7			
DAY 1 Feb 22	Midterm Exam Review		
DAY 2 Feb 24	**Mid-term Exam: Google Analytics for Beginners Certification**		
WEEK 8			
DAY 1 Mar 1	**Chapter 8.** Email Marketing		Quiz 8: DME Ch. 8 due Monday, Feb 28 at 11:59 p.m.
DAY 2 Mar 3	Current Topic Presentation #5, #6 & Application Day		Stukent Expert Session Write-up #5: due Monday, Feb 28 at 11:59 p.m.
Spring Break Week			
DAY 1 Mar 8	**Spring Break – No Class**		
DAY 2 Mar 10	**Spring Break – No Class**		

WEEK 9			
DAY 1 Mar 15	Blog and Email Assignment Review Current Topic Presentation #7 & Application Day		HubSpot Marketing Software Certification: Lesson 1: Understanding Marketing Hub Lesson 2: Exploring the Contacts Database in HubSpot
DAY 2 Mar 17	Current Topic Presentation #8, #9 & Application Day		
WEEK 10			
DAY 1 Mar 22	Chapter 9. Social Media 1		Quiz 9: DME Ch. 9 due Monday, Mar 21 at 11:59 p.m.
DAY 2 Mar 24	Current Topic Presentation #10 & Application Day		Stukent Expert Session Write-up #9: due Monday, Mar 21 at 11:59 p.m. HubSpot Marketing Software Certification: Lesson 3: Using Buyer Personas in HubSpot Lesson 4: Creating a Content Strategy in HubSpot Lesson 5: Creating a Campaign in HubSpot
WEEK 11			
DAY 1 Mar 29	Chapter 10. Social Media 2		Quiz 10: DME Ch. 10 due Monday, Mar 28 at 11:59 p.m.
DAY 2 Mar 31	Current Topic Presentation #11 & Application Day		Stukent Expert Session Write-up #10: due Monday, Mar 28 at 11:59 p.m. HubSpot Marketing Software Certification:

			Lesson 6: Understanding Blogging in HubSpot
			Lesson 7: Creating Landing Pages in HubSpot
			Lesson 8: Creating Calls-to-Action in HubSpot
WEEK 12			
DAY 1 Apr 5	**Chapter 11.** Online Reputation Management		Quiz 11: DME Ch. 11 due Monday, Apr. 4 at 11:59 p.m.
DAY 2 Apr 7	Current Topic Presentation #12 & Application Day		Stukent Expert Session Write-up #11: due Monday, Apr 4 at 11:59 p.m.
			HubSpot Marketing Software Certification: Lesson 9: Creating Forms in HubSpot Lesson 10: Understanding Segmentation in HubSpot
WEEK 13			
DAY 1 Apr 12	**Chapter 12.** Mobile Marketing Current Topic Presentation #13 & Application Day		Quiz 12: DME Ch. 12 due Monday, Apr. 11 at 11:59 p.m.
DAY 2 Apr 14	**Easter Recess – No Class**		Stukent Expert Session Write-up #12: due Monday, Apr 11 at 11:59 p.m. HubSpot Marketing Software Certification: Lesson 11: Understanding Social Media in HubSpot

			Lesson 12: Understanding Email in HubSpot
Week 14			
Day 1 Apr 19	<u>**Chapter 13.**</u> Digital Strategy		Quiz 13: DME Ch. 13 due Monday, Apr. 26 at 11:59 p.m.
Day 2 Apr 21	Current Topic Presentation #14 & Application Day		Stukent Expert Session Write-up #13: due Monday, Apr 26 at 11:59 p.m. HubSpot Marketing Software Certification: Lesson 13: Understanding Workflows in HubSpot Lesson 14: Understanding Reporting in Marketing Hub
Week 15			
Day 1 Apr 26	Inbound Marketing		Study for FINAL Exam - HubSpot Marketing Software Certification
Day 2 Apr 28	Final Exam Review		
Week 16			
FINAL EXAM **Thursday, May 5th from 10:30 a.m. to 1:00 p.m.**			