

**Summer 2023 – Section 1**

<b>Meeting days:</b> Tuesday	<b>Instructor title and name:</b> Thea Copeland, MBA
<b>Meeting times:</b> 6 to 8:45 pm	<b>Phone:</b> (760) 653-6140
<b>Meeting location:</b> TBD	<b>E-mail:</b> tcopelan@pointloma.edu
<b>Final Exam:</b> Tuesday, August 22 <sup>nd</sup> from 6 to 8:45 pm	<b>Office location and hours:</b> 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 is an expression of faith. Being of Wesleyan heritage, we strive 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 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:**

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I am currently a part-time Adjunct Professor of Marketing in the Fermanian School of Business. I have 15 years of experience working in sales and marketing. I started my career as a Sales Engineer supporting design engineers and project managers to implement industrial manufacturing and commercial projects throughout the Western United States.

In 2010 I pivoted from field sales to strategic marketing. Working for a medium size business, I built a marketing department from the ground up. The team consisted of digital marketing, pricing, business analytics, and sales enablement. Together, we built online and offline processes to increase market share and grow business. With the voice of the customer at the center of every strategy, I developed impactful digital tactics such as direct email, social media, paid advertising, search engine optimization, and web development. To deploy these tactics, I procured and implemented first-tier marketing automation, customer relationship management, and eCommerce platforms.

Currently, I work full time as Vice President of Strategy and OneSource Distributors headquartered in Oceanside, CA. In addition to providing strategic direction for our various business segments, I lead marketing, eCommerce, customer experience, and vendor relations.

I am a Christian that believes my values are equally important in my personal life as in business. The work environment is a platform where Christians can lead by example by uplifting others and working with integrity. Through God's love we are all uniquely talented. As a leader, mentor, coach, and teacher, I am humbled to have the opportunity to support others in honing their gifts and finding their passions.

## **COURSE DESCRIPTION**

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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**

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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**

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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 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.

## REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

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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/30B-E79> to register for the online course and materials.
2. Required: Purchase WIX website and domain name with blog, email and social media capabilities. DO NOT purchase until instructions are given by the professor.
3. Required: Google Ads Search for Beginners. You will learn how to build and optimize Google Search campaigns. In addition, after successfully completing the online course, students will exhibit the ability to leverage automated solutions like Smart Bidding and Audience Solutions to boost campaign performance for specific marketing objectives. 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.
4. Required: HubSpot Marketing Certifications. Each student will register for a HubSpot account. You need to pass each certification exam to receive full credit. You must take the exam during the scheduled time, see Canvas for details. DO NOT take either exam before the designated day and time.

## COURSE SCHEDULE AND ASSIGNMENTS

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### 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 in class. There are NO makeup quizzes.** *All weekly quizzes are taken in class and students must be on time and present in order to take the quiz and receive credit (see Canvas for due dates).*

### Class Activities-Participation-Attendance (170 pts. total):

This course is interactive and your insight enhances the classroom experience for all. Your presence and participation is vital to the learning experience. Students will engage in in-class activities throughout the semester and must follow the Professor's instructions to receive full credit. Attendance in this class is important and valuable to the overall learning experience of each student. Students will not receive credit for the in-class activity if they are absent that day and will not be able to make up the points. Students will only receive participation points if they are on time, engage during class and

remain in class for the entire duration. All exercises, reflections and in-class assignment points are only available to students who attend class on time and are present for the entire duration.

### **Current Topic Presentation (100 points total):**

All students must present on the assigned current trend during the semester and lead a class activity/discussion on the topic. You will be paired and must create a **20 minute presentation followed by 10 minutes of class engagement**. Be creative and engaging as you present!

75 points will be earned for the presentation and 25 points will be earned through the class activity/discussion. Teaching the class new information related to the topic, providing tips for how to implement it in business today, real-word examples that illustrate your key points, credible references providing evidence that what you're saying is current and well researched, seamless facilitation of the class activity/discussion, 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.

### **Website (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. 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 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. 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 (10; 10 pts. each):**

You will watch Expert Sessions throughout the semester. Students will listen to the session on stukent.com and complete a 200-word creative write-up. In this creative write-up, you will teach a marketer 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 AdWords & HubSpot Marketing Certifications (2; 100 pts. each; 200 pts. total):

Each student will be required to take industry exams. You need to pass each certification exam to receive full credit for the course.

### 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 (10; 10 pts. each)	100	
Class Activities/Participation/Attendance	170	
Current Topic Presentation	100	
Website	100	
Blog	100	
Email	100	
Midterm (Certification)	100	
Final Exam (Certification)	100	
<b>TOTAL</b>	<b>1,000</b>	

### INCOMPLETES 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.

### 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.

At the Mission Valley (MV) campus we have an onsite chaplain, Rev. Gordon Wong, who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request with Rev. Wong you can contact him directly at [mvchaplain@pointloma.edu](mailto:mvchaplain@pointloma.edu) or [gordonwong@pointloma.edu](mailto:gordonwong@pointloma.edu). Rev. Wong's cell number is 808-429-1129 if you need a more immediate response.

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.

### 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**

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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 the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

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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.

## **SEXUAL MISCONDUCT AND DISCRIMINATION**

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Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the Title IX Office at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX). Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/title-ix](http://pointloma.edu/title-ix).

## **COURSE MODALITY DEFINITIONS**

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- 1. In-Person:** Course meetings are face-to-face with no more than 25% online delivery.
- 2. Online:** Coursework is completed 100% online and asynchronously.
- 3. Online Synchronous:** Coursework is completed 100% online with required weekly online class meetings.

**4. Hybrid:** Courses that meet face-to-face with required online components.

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#### **PLNU ATTENDANCE AND PARTICIPATION POLICY**

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Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in 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. See [ADC Academic Policies in the Graduate and Professional Studies Catalog](#) in the Graduate and Professional Studies Catalog for additional detail.

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#### **USE OF TECHNOLOGY**

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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.

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#### **FINAL EXAMINATION POLICY**

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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.

## COURSE SCHEDULE AND ASSIGNMENTS

Week: Date	CLASS CONTENT	ASSIGNMENT
1: May 9 <sup>th</sup>	No Class Session – Light Week	<a href="#">Activate</a> Stukent Account & Purchase Textbook <a href="#">Activate</a> Google Account <a href="#">Read:</a> Digital Marketing Essentials (DME) Textbook Chapter 1: Digital Marketing Foundations
2: May 16 <sup>th</sup>	Quiz 1: Ch. 1 Chapter 1 Digital Marketing Foundations Introductions and discussion of course content, assignments, grading, etc. Professor Current Topic Presentation	<a href="#">Read:</a> Chapter 1 Digital Marketing Foundations <a href="#">Stukent Expert Session Write-up #1:</a> due Monday, May 22 <sup>nd</sup> at 11:59 pm
3: May 23 <sup>rd</sup>	Quiz 2: Ch. 2 Chapter 2 Web Design (Desktop & Mobile) Current Topic Presentation #1 – UI/UX Design <ul style="list-style-type: none"> <li>- UI defined</li> <li>- UX defined</li> <li>- Graphic Design &amp; Copywriting for Websites</li> <li>- UI / UX trends for 2023</li> <li>- Tips for your classmates that they can implement with their website project</li> </ul>	<a href="#">Read:</a> Chapter 2: Web Design (Desktop & Mobile) <a href="#">Google Ads Search Certification:</a> Unit 1: Grow Your Business with Google Ads Unit 2: Explore the Value of Google Search <a href="#">Stukent Expert Session Write-up #2:</a> due Monday, May 29 at 11:59 p.m.
4: May 30 <sup>th</sup>	Quiz 3: Ch. 3 Chapter 3 Analytics	<a href="#">Read:</a> Chapter 3: Analytics



		<a href="#">Google Ads Search Certification:</a> Unit 3: Understand the Google Ads Auction Unit 4: Deliver the Right Message with Text Ads  <a href="#">Stukent Expert Session Write-up #3:</a> due Monday, Jun 5 <sup>th</sup> at 11:59 pm
5: Jun 6 <sup>th</sup>	Quiz 4 & 5: Ch. 4 & 5 Chapter 4 & 5 On-site and Off-site SEO Current Topic Presentation #2 – Artificial Intelligence in Digital Marketing and How to Measure it <ul style="list-style-type: none"> <li>- What is AI?</li> <li>- How is it used in digital marketing?</li> <li>- Machine learning</li> <li>- Good friction vs. bad</li> <li>- Tips for using AI ethically</li> </ul>	<a href="#">Read:</a> Chapters 4 & 5 On-site and Off-site SEO  <a href="#">Google Ads Search Certification:</a> Unit 5: Make Ads Relevant with Search Ad Extensions Unit 6: Increase Efficiency with Automated Bidding  <a href="#">Stukent Expert Session Write-up #4:</a> due Monday, Jun 12 <sup>th</sup> at 11:59 pm
6: Jun 13 <sup>th</sup>	Quiz 6 & 7: Ch. 6 & 7 Chapter 6 & 7 Paid Search Marketing and Display Advertising Current Topic Presentation #3 – Programmatic Advertising & Activity <ul style="list-style-type: none"> <li>- Programmatic advertising – what is it and how does it work?</li> <li>- Responsive search ads</li> <li>- PPC trends and tips for marketers</li> <li>- Social Media advertising is on the rise, why and how can marketers capitalize on it? (TikTok, IG, YouTube, etc.)</li> <li>- Virtual Reality and how it plays into ads (include a real world example for B2C and B2B)</li> <li>- Return on Google advertising activity</li> </ul>	<a href="#">Read:</a> Chapter 6 & 7 Paid Search Marketing and Display Advertising  <a href="#">Google Ads Search Certification:</a> Unit 7: Discover Google's Audience Solutions

		Unit 8: Boost Performance with Optimization Score Unit 9: Increase Conversions with Performance Planner  <a href="#">Stukent Expert Session Write-up #5</a> : due Monday, Jun 19 at 11:59 pm
7: June 20 <sup>th</sup>	Quiz 8: Ch. 8 Chapter 8 Email Marketing Current Topic Presentation #4 – Experiential and Context Marketing <ul style="list-style-type: none"> <li>- Privacy</li> <li>- Trust building</li> <li>- Account-based marketing</li> <li>- Experiential and context marketing (e-word-of-mouth)</li> <li>- Tips for applying big data to make more informed business decisions and create a better digital marketing strategy)</li> </ul>	<a href="#">Read</a> : Ch 8 Email Marketing <a href="#">Study</a> : Midterm Exam: Google Ads Search
8: Jun 27 <sup>th</sup>	<b>MIDTERM</b> Certification Exam: Google Ads Search	
9: Jul 4 <sup>th</sup>	No Class Session – Summer Break	
10: Jul 11 <sup>th</sup>	Launch Website, Blog, Email, and HubSpot Assignment	<a href="#">Stukent Expert Session Write-up #6</a> : due Monday, Jul 17 <sup>th</sup> at 11:59 pm
11: Jul 18 <sup>th</sup>	Quiz 9: Ch. 9 Chapter 9 Social Media 1 Current Topic Presentation #5 – Building a Community on Social Media <ul style="list-style-type: none"> <li>- Social commerce</li> <li>- Building a community on social media</li> <li>- Social marketers and the customer care trend</li> <li>- Hashtags and tips for how marketers can use them effectively to increase engagement and reach more people</li> </ul>	<a href="#">Read</a> : Ch 9 Social Media 1 <a href="#">Stukent Expert Session Write-up #7</a> : due Monday, Jul 24 <sup>th</sup> at 11:59 pm
12: Jul 25 <sup>th</sup>	Quiz 10: Ch. 10 Chapter 10 Social Media 2 Current Topic Presentation #6 – Metaverse & Ethical Discussion <ul style="list-style-type: none"> <li>- Augmented Reality and Virtual Reality defined – how does it relate to digital marketing and provide examples of brands currently using it (B2C and B2B)</li> <li>- Metaverse explained</li> </ul>	<a href="#">Read</a> : Chapter 10 Social Media 2 <a href="#">Stukent Expert Session Write-up #8</a> : due Monday, Jul 31 <sup>st</sup> at 11:59 pm

	<ul style="list-style-type: none"> <li>- How can digital marketers participate in the Metaverse (provide examples of brands currently in the Metaverse)</li> <li>- Tips for digital marketers to be successful and ethical in the Metaverse</li> </ul>	
13: Aug 1 <sup>st</sup>	<p>Quiz 11: Ch. 11</p> <p>Chapter 11 Online Reputation Management</p> <p>Current Topic Presentation #7 – Customer Experience and the Blockchain</p> <ul style="list-style-type: none"> <li>- What is the Blockchain?</li> <li>- Will it be the next iteration of the Internet?</li> <li>- How can the Blockchain enhance the customer experience online?</li> <li>- Tips for marketers and how to use the Blockchain effectively in digital marketing</li> </ul>	<p><a href="#">Read</a>: Chapter 11 Online Reputation Management</p> <p><a href="#">Stukent Expert Session Write-up #9</a>: due Monday, Aug 13<sup>th</sup> at 11:59 pm</p> <p><a href="#">Blog</a> due Monday, Aug 7<sup>th</sup> at 11:59 pm</p>
14: Aug: 8 <sup>th</sup>	<p>Quiz 12: Ch. 12</p> <p>Chapter 12 Mobile Marketing</p> <p>Current Topic Presentation #8 – Affiliate and Influencer Marketing &amp; Activity</p> <ul style="list-style-type: none"> <li>- What is affiliate marketing?</li> <li>- What is influencer marketing?</li> <li>- How do the two differ?</li> <li>- How does a B2C company and a B2B organization use both tactics?</li> <li>- Tips for marketers</li> </ul>	<p><a href="#">Read</a>: Chapter 12 Mobile Marketing</p> <p><a href="#">Stukent Expert Session Write-up #10</a>: due Monday, Aug 14<sup>th</sup> at 11:59 pm</p> <p><a href="#">Email</a> due Monday, Aug 14<sup>th</sup> at 11:59 pm</p>
15: Aug 15 <sup>th</sup>	<p>Quiz 13: Ch. 13</p> <p>Chapter 13 Digital Strategy</p> <p>Current Topic Presentation #9 – Mobile Commerce</p> <ul style="list-style-type: none"> <li>- Mobile commerce</li> <li>- 5G optimization</li> <li>- Personalizing mobile ad content</li> <li>- Messaging apps for business (B2C and B2B)</li> <li>- SMS marketing (omnichannel bumps offers)</li> </ul>	<p><a href="#">Read</a>: Chapter 13 Digital Strategy</p> <p><a href="#">Study</a> Final Exam HubSpot Marketing Software Certification</p>
16: Aug 22 <sup>nd</sup>	<p>Website Due Monday, August 21<sup>st</sup> at 11:59 pm</p> <p><b>FINAL EXAM</b> Tuesday, August 22<sup>nd</sup>, from 6 to 8:45 pm</p>	<p><a href="#">Website</a> due Monday, Aug 21<sup>st</sup> at 11:59 pm</p> <p><a href="#">Final Exam</a> Tuesday from 6 to 8:45 pm</p>