Fermanian School of Business

Point Loma Nazarene University

BMK 3050: Digital Marketing Essentials

Number of Units: 3

Spring 2024 – Quad 2

Meeting days: Online Only	**Instructor:** Christina Kalberg, MBA
Meeting times: Online Only	**Phone:** (760) 532-4849
Meeting location: Canvas	**E-mail:** ckalberg@pointloma.edu
Final Exam: WK 8	**Office location and hours:** Optional Weekly Zoom, see Class Schedule for Day and Time

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 8 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

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 online (distance education) outside of California.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

1. Required Textbook: This course uses a digital textbook called, *Digital Marketing Essentials*. Once you sign into Canvas and select the course, there will be a Stukent button on the left-hand side navigation bar. There you will click on the button and Launch into Stukent where you will register for the course and purchase the textbook and Simternship.

2. Required: Stukent SEO Simternship™. This is the first simulation in the world to give students practice optimizing an established website using both on-site and off-site SEO. At the end of this simulated internship, students should be able to:
   a. Understand the primary business function of Search Engine Optimization (SEO).
   b. Perform appropriate analysis in preparation for conducting a successful SEO campaign.
   c. Accomplish key tasks associated with SEO for websites and other media.
   d. Measure and report on SEO outcomes and make adjustments based on performance data.

3. Required: Google Analytics 4 Certification for Beginners. Showcase your ability to use Google Analytics 4 to gain valuable insights and make marketing decisions. Certified users will demonstrate an understanding of Google Analytics, including how to set up and structure a property, and use various reporting tools and features. You must take the exam during the scheduled time, see Canvas for details. DO NOT take the exam before the designated day and time. You will need to pass the certification exam to receive full credit. If you take the exam before the designated scheduled day and time you will be ineligible to receive points for the exam. The exam is PASS or FAIL. If you pass, you receive 100%, if you fail, you receive zero points.

4. Required: HubSpot Digital Marketing Certification. Each student will register for a HubSpot account. You need to pass each certification exam to receive full credit. You must take each

exam during the scheduled time, see Canvas for details. DO NOT take either exam before the designated day and time. The exam is PASS or FAIL. If you pass, you receive 100%, if you fail, you receive zero points.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski, etc.) in this course for first drafts ONLY. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. For example, if you use ChatGPT, you must cite ChatGPT including the version number, year, month and day of the query and the statement "Generated using OpenAI. https://chat.openai.com/"

If used, the student must report it and a copy of the AI-generated work must be provided. *The AI-generated work is not sufficient.* You must "own" the work by making revisions that align with the specific assignment 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 your additions to align with the assignment.

COURSE SCHEDULE AND ASSIGNMENTS

Current Trend Presentation (100 pts. for presentation; 20 pts. for answering class questions; 40 pts. 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 15-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 question, comment, and piece of constructive feedback by Sunday at 11:59 p.m. Every student will submit four questions/comments/feedback in total (one per presentation). 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. (Presenters: be sure to follow up to answer any questions your peers ask about your presentation!)

Weekly Quizzes (13; 15 pts. each):

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

Video Comments (8; 15 pts. each):

Students will watch videos throughout the semester. The videos will be recorded by the professor and embedded into Canvas for students to view. Each video will be a brief lecture on the assigned reading for the week. To complete the assignment, students will comment on each assigned video about one specific thing you learned from the video. In addition, students may ask a clarifying question about a particular point or topic discussed in the video. Students may reply to each other and offer additional insight. **The only requirement to complete the assignment is to comment one specific thing you learned from the video, the clarifying question and replying to others with additional insight is optional.** This will help create a simulated live class session in an online class environment and enhance the learning experience for each student. *All weekly video comments are due the week it falls on by Sunday at 11:59 p.m. (see class schedule and Canvas for due dates).*

Stukent SEO Simternship™ (25 pts. ea. round; 225 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).*

Website Landing Page for Real-World Client (100 pts. total):

Each student will individually create a website landing page using your HubSpot account or any other platform you prefer. You may use the AI tool in HubSpot or another AI tool to draft the content for The Charis Project (real world client). You must edit the AI content to make it your own work and demonstrate that the editing makes the content original to The Charis Project. You must include five of the seven conversion-centered principles taught by Oli Gardner in the expert session video.

Google Analytics for Beginners & HubSpot Digital Marketing Certification Exams (100 pts. each; 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 *(see class schedule and Canvas for due dates)*. DO NOT take the exams until the designated midterm and final exam weeks in the course. If you take the exam(s) prematurely, you will receive zero points.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Current Trend Presentation (100 pts. for the presentation; 20 pts. for answering class questions; 40 pts. for comments)	160	A=93-100% A-=92-90% B+=87-89% B=83-86% B-=80-82% C+=77-79% C=73-76%
Weekly Quizzes (13; 15 pts. each)	195	

Video Comment Assignments (8 total; 15 pts. ea.)	120	C-=70-72% D+=67-69% D=63-66% D-=60-62% F=0-59%
Stukent SEO Simternship™ (25 pts. ea. round; 225 pts. total):	225	
Website Landing Page for Real-World Client	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 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

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 **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 ADC Academic Policies in the Graduate and Professional Studies 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.

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

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 or 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.

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.

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

WEEKLY SCHEDULE *(Subject to Change)*

WK	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, Optional 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.*Week 1 is a Soft Start* 2. Digital Marketing Foundations 3. Web Design (Desktop & Mobile)	1. Read Ch. 1 & 2 2. Watch Lecture Videos on Ch. 1 & 2	1. Video Comment	1. Quiz 1 & 2 – Ch. 1 & 2 2.		1. Welcome Video	45	2
2	1. Analytics	1. Read Ch. 3 2. Watch Lecture Videos on Ch. 3	1. Current Trend Presentation #1 3. Video Comment	1. Quiz 3 – Ch. 3		1. Optional: Zoom Office Hours Wednesday 5p-6p	40-150	8
3	1. On-site and Off-site SEO	1. Read Ch. 4 & 5 2. Watch Lecture Videos on Ch. 4 & 5	1. Video Comment	1. Quiz 4 & 5 – Ch. 4 & 5	1. Google Analytics for Beginners Exam Due	1. Optional: Zoom Office Hours Wednesday 5p-6p	145	20
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 #2 2. Video Comment	1.Quiz 6 & 7 – Ch. 6 & 7	1. SEO Simternship™ Rounds 1, 2, 3 Due	1. Optional: Zoom Office Hours Wednesday 5p-6p	115-235	15
5	1. Email Marketing	1. Read Ch. 8 2. Watch Lecture Videos on Ch. 8	1. Current Trend Presentation #3 2. Video Comment	1. Quiz 8 – Ch. 8	1. SEO Simternship™ Rounds 4, 5, 6 Due	1. Optional: Zoom Office Hours Wednesday 5p-6p	100-220	15
6	1. Social Media 1 2. Social Media 2	1. Read Ch. 9 & 10 2. Watch Lecture Videos on Ch. 9 & 10	1. Current Trend Presentation #4 2. Video Comment	1. Quiz 9 & 10 – Ch. 9 & 10	1. SEO Simternship™ Rounds 7, 8, 9 Due	1. Optional: Zoom Office Hours Wednesday 5p-6p	115-235	15
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. Website Landing Page Due	1. Optional: Zoom Office Hours Wednesday 5p-6p	145	20

| 8 | 1. Digital Strategy | 1. Read Ch. 13
2. Watch Lecture Videos on Ch. 13 | 1. Video Comment | 1. Quiz 13 – Ch. 13 | 1. HubSpot Digital Marketing Certification Exam | 1. Optional: Zoom Office Hours Wednesday 5p-6p | 130 | 20 |