



GEORGETOWN UNIVERSITY
School of Continuing Studies
Public Relations and Corporate Communications

Georgetown University, MPS PR/CC | FALL 2016

MPPR-881-01: DIGITAL MARKETING

Class Meets: Tuesdays, 5:20

Class Location: 640 Mass Ave Washington, DC 20001 | Room: C220

Professor: Kyle Scriven

Office hours are by appointment

COURSE DESCRIPTION

In this fast-paced course, we will examine the fundamentals of digital marketing. The course will provide a solid foundation for students to develop a cohesive digital marketing plan, including the strategies, tools and tactics that digital marketers employ. You will learn how to research customer interests, integrate these tools to create buzz, drive communications and marketing goals, forecast and evaluate the achievement of business objectives. Topics include researching your customer base, online advertising, search engine marketing, social media marketing, content marketing, email marketing, mobile marketing and web site development.

LEARNING OBJECTIVES

The objective of this course is to familiarize you with the digital extension of a marketing plan and to provide you the skill set to analyze and create such plans. Our goal is to help you inherently understand how the various channels complement each other and contribute to the overall marketing goals. We will delve into the tactical as well as strategic measures. At the conclusion of the course, you will be able to create and assess a company's digital strategy as well as suggest and implement recommendations to improve it.

ATTENDANCE

In-class discussion and practice are essential to mastering the content of this course. Students are expected to attend every class and arrive on time. If you are detained from attending a class or arriving before it begins, you are responsible for notifying me via email prior to the start of class. Missing more than two classes will result in a final grade reduction of one level (for example, an A will be converted to an A-). Absences from classes, beyond the initial two, will result in further reduction of the final grade. If you are absent for more than four classes, you will be in danger of failing this course.

Punctual attendance is critical. If you have to miss a class – family emergency, medical emergency or other act of God – you must let the instructor know in advance and work out a proposal for making up whatever work you will miss. Exceptions will be made only in extraordinary circumstances.

WORK SUBMITTED

Papers should follow APA style. No late assignments will be accepted.

COURSE POLICIES

A successful class depends on the active engagement of all students. Students should generally turn off all cell phones, pagers or other communication devices while in class. Understanding that you are professionals, and there may be a need to respond to emails or a call, I ask that you excuse yourself and step outside to do so. Class discussions should be respectful and considerate of others' views and



opinions. What happens in class stays in class unless you receive permission from the instructor to share something.

This is an interactive class. While I will be lecturing about the fundamentals during each class, I encourage discussion and debate. Since digital marketing is an ever-changing field this will require us to be flexible with both the topics we cover and the extent to which we cover them. I may also occasionally bring in guest lecturers to cover specific topics so you can get a different set of perspectives from day-to-day practitioners. I regularly monitor blogs and web sites and we will sometimes bring new items up for discussion that are not on the syllabus. I expect and encourage you to do the same.

I may also assign specific articles to read as part of the homework. Students must be prepared to discuss any of those assigned readings in class.

REQUIRED READINGS

1. **Understanding Digital Marketing: Marketing strategies for engaging the digital generation**, Damian Ryan, ISBN: 978-0749471026, Publisher: Kogan Page, Year: 2014 Price: \$23.01 (available [here](#) at Amazon)
2. **HBS Case Study – CDK Digital Marketing: Addressing Channel Conflict with Data Analytics**, by Florian Zeitzelmeyer, English PDF, KEL894-PDF-ENG. You must register for and purchase the case study from this link: <https://cb.hbsp.harvard.edu/cbmp/product/KEL894-PDF-ENG>
3. **Weekly Readings**
 - Class 9
 - <http://blog.hootsuite.com/beginners-guide-to-social-media-advertising/>
 - <http://adage.com/article/digitalnext/social-media-advertising/297841/>
 - Class 10
 - <http://adage.com/article/print-edition/10-things-programmatic-buying/298811/>
 - <http://www.adweek.com/socialtimes/no-online-display-ads/622776>
 - <http://marketingland.com/geeking-digital-ads-definitive-history-iab-standards-97204>
 - <http://marketingland.com/modern-face-display-117238>
 - Class 11
 - <http://www.socialmediaexaminer.com/google-analytics-basics/>
 - <http://blog.hubspot.com/marketing/need-to-measure-ecommerce-metrics-scale>

Recommended Readings

In order to keep up with current events, staying on top of these blogs is essential. The following are very good resources for you to use in deepening your knowledge:

- AdWeek (<http://www.adweek.com/>)
- Fast Company (<http://www.fastcompany.com/>)
- Marketing Land (<http://marketingland.com/>)
- Marketing Pilgrim (<http://www.marketingpilgrim.com/>)
- Marketing Profs (<http://www.marketingprofs.com/>)
- Mashable (<http://mashable.com/>)
- Search Engine Land (<http://searchengineland.com/>)
- Social Media Examiner (<http://www.socialmediaexaminer.com>)
- Social Media Today (<http://socialmediatoday.com>)
- Top Rank Blog (<http://www.toprankblog.com/>)

LIBRARY RESOURCES FOR MPPR-881-01

<http://guides.library.georgetown.edu/researchcourseguides>

<http://guides.library.georgetown.edu/prcc>

Lynda.com

ASSIGNMENTS

You are expected to submit work on time and of high quality. Please refer to the course schedule and plan your timetable for completing assignments in advance. I encourage you to actively ask questions prior to submitting any assignment. As long as you submit your assignments for review (with a specific question in mind) at least three business days before the assignment is due, I would be happy to review your specific question and discuss it with you. Feedback on all final assignments will be provided in a timely manner; no more than 2 weeks after the assignment was turned in. All grading criteria, including page length and essential content, will be distributed in advance and discussed in class.

- **Weekly Presentation (10%)** — At the start of every class, a student will make a 10 minute informal and individual presentation about the previous week's topic. You can either talk about a recent development on the topic or you can share a company who is implementing examples of best practices. To be effective, this presentation will typically require a PowerPoint or other equivalent visuals and the student will be required to lead the discussion and share insights and conclusions. This is your opportunity to enhance your presentation skills and also teach in a supportive environment.
- **Digital Analytics Fundamentals (10%)** – Digital analytics are key reporting factor in determining success of digital marketing campaigns. Students are required to complete an online course provided by Google called Digital Analytics Fundamentals. This course provides a foundation for marketers and analysts seeking to understand the core principles of digital analytics and to improve business performance through better digital measurement. Course highlights include:
 - An overview of today's digital measurement landscape
 - Guidance on how to build an effective measurement plan
 - Best practices for collecting actionable data
 - Descriptions of key digital measurement concepts, terminology and analysis techniques
 - Deep-dives into Google Analytics reports with specific examples for evaluating your digital marketing performance

This is a self-guided lesson that must be completed before the last day of class. Print the certificate that confirms an 80%+ passing grade. This activity is pass or fail, meaning you will receive all 100 points for successful completion with an 80%+ passing grade or higher.

<https://analyticsacademy.withgoogle.com/course01/course>

- **Sephora Case Study Write-Up (15%)** – The Harvard Business School case study write up will be an 1-2 page (single-spaced) individual paper that will explore Sephora's digital marketing program. Students will be given a series of questions that they must respond to. Students will analyze what Sephora has done to date and provide recommendations on what should be tackled next along with a clear rationale behind each recommendation. I am looking for your understanding of the concepts we are learning in class and your assessment of how this organization is using (or can use) these concepts. Please provide me with both a print and electronic version (via email).
- **CDK Digital Case Study Write-Up (15%)** – The Kellogg Business School case study write up will be a 1-2 page, single spaced individual paper that presents a recommended digital marketing solution for GM. You will take on the challenge faced by Melissa McCann, the director of strategic marketing for CDK Digital, and provide GM with a proposed digital marketing solution to secure a contract renewal with GM. I am looking for your application of the tactics learned in the course and a clear vision for measuring success of the marketing program. Please provide

me with a hard copy as well as an emailed copy of your write up on the due date by the start of class.

- **Final Project (40%)** – (45 minute group presentation with 4 people per group.) Bringing everything together that we’ve discussed in class, assess the digital marketing strategy and implementation of a company of your choice. Produce a client-ready PowerPoint analyzing the pros/cons of their digital marketing strategy and tactics. Include missed opportunities and suggested next steps to take the company to the next level. Include a SWOT analysis and be sure to explain your approach by supporting your claims. This deck is an opportunity to fully evaluate a web presence and demonstrate all you have learned regarding, SEO, content marketing, email marketing, social marketing, forecasting and paid advertising. More information will be provided on the requirements of this assignment. Please provide me with a hard copy prior to your presentation and email me a copy as well.
- **Participation and Peer Review (10%)** – Class time is an opportunity for us to learn from each other, to challenge each other in constructive ways and to deepen our understanding. Your contributions to this discussion will be reflected in your final grade. I encourage you to poke holes in what is in front of you and to take it to the next level. Dive in and get your hands dirty. Activity on Blackboard counts toward your participation grade. You may be required to privately evaluate each of your group members via email. This review will only be sent to me and will contribute to this portion of your grade both in terms of your completion of an email and how your peers rate you.

GRADING

Graduate course grades include A, A-, B+, B, B-, C, and F. There are no grades of C+, C-, or D.

Your course grade will be based on the following:

Weekly Presentation	100 points
Digital Analytics Fundamentals	100 points
Sephora Case Study	150 points
CDK Digital Case Study	150 points
Final Project	400 points
Participation	100 points
Total =	1000 points

Grading Metrics:

Students will have the opportunity to earn a **total of 1000 points** this semester. Please reference the below grading scale and assignments:

Grading Scale:

A	100 - 93
A-	92 - 90
B+	89 - 87
B	86 - 83
B-	82 - 80
C	79 - 70
F	69 and below

The instructors will provide a warning by mid-semester to any student who appears to be on track for a poor final grade.

UNIVERSITY RESOURCES

Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:

- MPS Writing Resource Program
202-687-4246
<http://writingcenter.georgetown.edu/>
- Academic Resource Center
202-687-8354 | arc@georgetown.edu
<http://academicsupport.georgetown.edu>
- Counseling and Psychiatric Services
202-687-6985
<http://caps.georgetown.edu/>
- Institutional Diversity, Equity & Affirmative Action (IDEAA)
(202) 687-4798
<https://ideaa.georgetown.edu/>

Students with Disabilities Policy

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (202-687-8354; arc@georgetown.edu; <http://academicsupport.georgetown.edu>) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

Georgetown Honor System

All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code. The Honor Code pledge follows:

In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.

PLAGIARISM

Stealing someone else's work is a terminal offense in the workplace, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as "the act of passing off as one's own the ideas or writings of another." More guidance is available through the Gervase Programs at <http://gervaseprograms.georgetown.edu/honor/system/53377.html>. If you have any doubts about plagiarism, paraphrasing and the need to credit, check out <http://www.plagiarism.org>.

SYLLABUS MODIFICATION

The syllabus may change to accommodate discussion of emerging topics. Also, the schedules of guest speakers may require some shifting of the agenda. The instructors will make every effort to provide as much advance notice as possible for any alterations.

COURSE SCHEDULE

Date/Topic	Reading Due	Assignment Due	In-class Activities
<p>Class 1 Sept. 6, 2016</p> <p>Introductions/Overview of Digital Marketing</p>	N/A	<u>N/A</u>	<p><u>Presenters:</u> N/A</p> <p><u>Discussion:</u> We will discuss the goals of the course, and begin thinking about the approach to digital marketing. Form groups for the final project and determine dates for individual presentations.</p>
<p>Class 2 Sept. 13, 2016</p> <p>Conducting Customer Research/Web Site Development</p>	Ryan, Ch. 1-3	<u>N/A</u>	<p><u>Presenters:</u> <u>TBD</u></p> <p><u>Discussion:</u> What goes into a good web site? It starts with customer research and ends with an easy user interface. Will discuss a basic research techniques, SWOT analysis and translating that into a user interface.</p>
<p>Class 3 Sept. 20, 2016</p> <p>Search Engine Optimization/Marketing</p>	Ryan, Ch. 4-5	Weekly Student presentations	<p><u>Presenters:</u> <u>TBD</u></p> <p><u>Discussion:</u> The basics of SEO & SEM and optimizing sites for the engines, mobile search and the principles of short-tail and long-tail purchasing.</p>
<p>Class 4 Sept. 27, 2016</p> <p>Content Marketing & Brand Building</p>	Ryan, Ch. 10-11	Weekly Student presentations	<p><u>Presenters:</u> <u>TBD</u></p>

Date/Topic	Reading Due	Assignment Due	In-class Activities
			<p><u>Discussion:</u> How to use content to drive brand identity, customer acquisition, and even lead generation through blogs, community and other tools. Discussion will also focus on measurement and tools.</p>
<p>Class 5 Oct. 4, 2016</p> <p>Social Media Marketing</p>	<p>Ryan, Ch. 6</p>	<p>Weekly Student presentations</p> <p><i>Sephora Case Study write-up due</i></p>	<p><u>Presenters:</u> <u>TBD</u></p> <p><u>Discussion:</u> We will look specifically at Facebook, Twitter, Instagram, Vine, Pinterest, Snapchat and other social media platforms and the potential advertising opportunities on each platform</p>
<p>Class 6 Oct. 11, 2016</p> <p>Mobile and Video Marketing</p>	<p>Ryan, Ch. 8</p>	<p>Weekly Student presentations</p>	<p><u>Presenters:</u> <u>TBD</u></p> <p><u>Discussion:</u> Ways that great companies use video – possible case studies.</p>
<p>Class 7 Oct. 18, 2016</p>		<p>Weekly Student presentations</p>	<p><u>Presenters:</u> <u>TBD</u></p> <p><u>Discussion:</u> Sephora Case Study</p>
<p>Class 8 Oct. 25, 2016</p> <p>Email Marketing</p>	<p>Ryan, Ch. 7</p>	<p>Weekly Student presentations</p>	<p><u>Presenters:</u> <u>TBD</u></p> <p><u>Discussion:</u> The principles of email marketing, campaigns and measuring success.</p>
<p>Class 9 Nov. 1, 2016</p>	<p>Class 9 Online Readings</p>	<p>Weekly Student presentations</p> <p><i>CDK Case Study write-up due</i></p>	<p><u>Presenters:</u> <u>TBD</u></p> <p><u>Discussion:</u> CDK Case Study</p>

Date/Topic	Reading Due	Assignment Due	In-class Activities
Class 10 Nov. 8, 2016 Display Advertising and Native Advertising	Class 10 Online Readings	Weekly Student presentations	<u>Presenters:</u> <u>TBD</u> <u>Discussion: Understanding the benefits and drawbacks of Display Advertising/Native Advertising</u>
Class 11 Nov. 15, 2016 E-Commerce, KPIs, Forecasting, Measuring Conversion	Class 11 Online Readings	Weekly Student presentations	<u>Presenters:</u> <u>TBD</u> <u>Discussion:</u>
Class 12 Nov. 22, 2016 The Basics of Building a Digital Marketing Plan/Integrated Marketing/Putting It All Together	Ryan, Ch. 12		<u>Presenters:</u> <u>TBD</u> <u>Discussion:</u>
Class 13 Nov. 29, 2016		<u>Group 1 presentation (1 hour)</u> <u>Group 2 presentation (1 hour)</u>	
Class 14 Dec. 6, 2016		Group 3 presentation (1 hour) Group 4 presentation (1 hour)	
Class 15 Dec. 13, 2016		Group 5 presentation (1 hour) Wrap-up	