

MPPR 881 – Digital Marketing

Georgetown University - School of Continuing Studies

Spring 2014

Instructor: Cheryl Haas

The Course

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 integrate all of these tools to create buzz, drive communications goals and meet business objectives. Topics include: online advertising, search engine marketing, social marketing and advertising, content marketing, mobile integration, email marketing and mobile marketing.

Course Objectives

The objective of this digital marketing 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 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.

Philosophy

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 regularly monitor blogs and web sites which sometimes bring new items up for discussion that are not on the syllabus. I expect and encourage you to do the same.

Administrative

Class Time

Tuesday – 5:20 pm-7:50 pm

We will begin on time and will have one break. Class will usually start with student presentations or guest speakers and be followed by lecture. No make-up classes are currently required.

Contacting Me

Email is the best way to get in touch with me. I will usually respond within 24 hours. If it's an emergency, you may call me on my cell. Email and phone are listed above.

Communicating

We will use Blackboard to communicate with each other, share information and participate in discussions. You may download the syllabus and lectures there.

Office Hours

Office hours are by appointment only. I will usually be available before and after class. I am also available to schedule phone appointments during non-business hours, if needed.

Mobile Devices

I will give you my undivided attention during class time and hope you do the same. However, I understand that you are working professionals. If you must respond to an urgent email or return an urgent phone call, I ask that you step outside of the classroom and preferably respond only during breaks. We will learn from each other and any unnecessary distraction will impede that.

Attendance

Attending class is critical to your success. I will circulate an attendance sheet at the start of every class. Please notify me as soon as possible when you will not be able to attend.

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 for 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.

University Policies

Honor System

Students are expected to abide by the Georgetown University Honor System. If you have been caught cheating, you will automatically receive an "F" in the course. If you have not already done so, please familiarize yourself with the materials and information posted at:

<http://gervaseprograms.georgetown.edu/honor/system/>

Georgetown University Honor Pledge

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.

Academic Information

Academic Resource Center: If you believe you have a disability, please contact the Academic Resource Center (Leavey Center, Suite 335; 202-687-8354; arc@georgetown.edu; <http://ldss.georgetown.edu/index.cfm>) before the start of classes to allow their office 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 University Writing Center: Please contact the Writing Center for support in preparing your written assignments. The Writing Center staff can be reached in Lauinger Library, 217A or at 202-687-4246 or <http://writingcenter.georgetown.edu/>.

Resources

Required Readings

1) *eMarketing: The Essential Guide to Digital Marketing*, Rob Stokes, Quirk eMarketing; 4th Edition, Date: 21 September 2011, ISBN: 978-0-620-50266-5. The textbook can be downloaded for free at: <http://www.quirk.biz/emarketingtextbook/download> or ordered at Quirk.biz: <http://www.quirk.biz/emarketingtextbook/>

2) *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* by Damian Ryan and Calvin Jones, ISBN-13: 978-0749464271, \$20.88. Published by Kogan Page; Second Edition

3) HBS Case Study - *Sephora Direct: Investing in Social Media, Video, and Mobile* by Elie Ofek; Alison Berkley Wagonfeld, English PDF | 511137-PDF-ENG

You must register for and purchase this case study from this link: <https://cb.hbsp.harvard.edu/cbmp/access/23715115>

Web Sites/Blogs

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.

- Marketing Land (<http://marketingland.com/>)
- Marketing Pilgrim (<http://www.marketingpilgrim.com/>)
- Marketing Profs (<http://www.marketingprofs.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/>)

Additional Resources

Lynda.com:

To access Lynda.com with your GUid you need to use this link (<https://shibbidp.georgetown.edu/idp/Authn/UserPassword>)

Requires your NETID and password

This is a great resource for additional explanations of some of the topic areas we will cover. I encourage you to take a look.

Assignments

Papers should be single spaced and written in 11-point font with 1" margins. No late assignments will be accepted.

- **Weekly Presentation (15%)** — At the start of every class a student will make an 5-10 minute informal and individual presentation about the previous week topic. You can either talk about a recent development on the topic or you can share a company who is implementing examples of best practice. This presentation will not require PPT or other visuals but the student will be required to lead the discussion and share insights and conclusions.
- **Case Study Write-Up (25%)** — The Harvard Business School case study write-up will be a 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 Sephor has done to date and provide recommendations on what should be tackled next along with 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 are using or can use these. **Please provide me with a hard copy prior to your presentation. You must also email me a copy.**
- **Final Project (50%)**—(One-hour 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 pros/cons of their digital marketing strategy and tactics. Include missed opportunities and suggested next steps to take the company to the next level. What are the strengths and weaknesses? 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 and paid advertising. More info will be provided on the requirements of this assignment. **Please provide me with a hard copy prior to your presentation. You must also email me a copy.**
- **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. Your activity on Blackboard counts toward your participation grade. You will 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 in how your peers rate you.

Grading

150 points—Weekly Presentation (15%)

250 points—Harvard Business School Case (25%)

500 points—Final Project (50%)

100 points—Participation (10%)

1000 Points Total

Graduate course grades include **A, A-, B+, B, B-, C and F**. The final grade breakdown for this course is as follows:

A	100-93	B-	82.99-80
A-	92.99-90	C	79.99-70
B+	89.99-88	F	69.99-0
B	87.99-83		

Schedule and Assigned Readings

As digital marketing rapidly changes, this schedule will remain flexible and is subject to change.

Week 1—Introduction to Digital Marketing (Jan 14)

- Form groups for final project and determine dates for individual presentation

Week 2 –Digital Marketing and Website Hub (Jan 21)

Readings: Ryan & Jones - Chapter 1-3
Stokes - Chapter vii, Chapter 1 and Chapter 4

Week 3—Search Engine Optimization (Jan 28)

Readings: Ryan & Jones - Chapter 4
Stokes - Chapter 11

Week 4—Content Marketing (Feb 4)

- Two weekly student presentations

Readings: Ryan & Jones - Chapter 5

Week 5—Social Marketing (Feb 11)

- Facebook, Twitter and Google +
- Three weekly student presentations

Readings: Stokes Chapter 14

Week 6—Social Marketing (Feb 18)

- Instagram, Pinterest, LinkedIn
- Three weekly student presentations

Readings: TBD

Week 7—Mobile Marketing and Video Marketing (Feb 25)

- Two weekly student presentations

Readings: Ryan & Jones - Chapter 10
Stokes Chapter 6, Chapter 18

Week 8—Email Marketing (Mar 4)

- Two weekly student presentations
- Sephora’s Case Study assignment due

Readings: Ryan & Jones - Chapter 6
Stokes Chapter 7

March 11 – No Class due to Spring Break

Week 9—Paid Search (Mar 18)

- Two weekly student presentations

Readings: Ryan & Jones - Chapter 12

Week 10—Social Advertising (Mar 25)

- Two weekly student presentations

Readings: TBD

Week 11—Display Advertising and Native Advertising (Apr 1)

- Two weekly student presentations

Readings: Ryan & Jones - Chapter 8

Week 12—TBD (Apr 8)

- Discuss HBS case study from advertising perspective

Readings: HBS Sephora Case Study

Week 13—Final Presentations (Apr 15)

- Group 1 presentation
- Group 2 presentation

Week 14—Final Presentations (Apr 22)

- Group 3 presentation
- Group 4 presentation

Week 15— Final Presentations, Wrap Up and Conclusions (May 6)

- Group 5 presentation