



## **MPPR-881-01: DIGITAL MARKETING**

**GEORGETOWN UNIVERSITY: MPS-Public Relations and Corporate Communications**

Tuesday, 5:20-7:50 p.m. | Spring 2015

Instructor: Matt Heim

Downtown campus, room C221

- Office hours are by appointment.

### **COURSE OVERVIEW**

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.

By the end of the semester, students will be able to:

- Create and assess a company's digital strategy
- Suggest and implement recommendations/tactics

### **REQUIRED READING**

Title: *eMarketing: The Essential Guide to Digital Marketing*

Author(s): Rob Stokes

ISBN: 978-0-620-50266-5

Publisher: Quirk eMarketing

Year: September 21, 2011

Price: Free

Free download: <http://www.quirk.biz/emarketingtextbook/download> or ordered at Quirk.biz:  
<http://www.quirk.biz/emarketingtextbook/>

Title: *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*

Author(s): Damian Ryan



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ISBN-13: 978-0749471026

Publisher: Kogan Page

Year: June 28, 2014

Price: \$21.43

Title: *HBS Case Study - Sephora Direct: Investing in Social Media, Video, and Mobile*

Author(s): Elie Ofek & Alison Berkley Wagonfeld

Product number: 511137-PDF-ENG

Publisher: Harvard Business Publishing

Year: June 30, 2011

Price: \$8.95 (\$5 with student discount)

Download (student discount available): <https://hbr.org/product/sephora-direct-investing-in-social-media-video-and-mobile/511137-PDF-ENG>

#### 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.

#### ATTENDANCE

As outlined by the university, 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.



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

### CLASSROOM ETIQUETTE, CLASS PARTICIPATION AND OTHER GUIDELINES

A successful class depends on the active engagement of all students. Students should turn off all cell phones, pagers or other communication devices while in class. 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.

### ASSIGNMENTS

Papers should follow the APA style guide, including a title page with your name. Purdue University offers a thorough guide on APA style rules:

<https://owl.english.purdue.edu/owl/resource/560/01/>.

No late assignments will be accepted.

- **Weekly Presentation (15%)** — At the start of every class a student will make a 10 minute 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 practices. This presentation requires a visual aid (PowerPoint, Prezi, or other visual tool like posters). Students will be required to lead the discussion, share insights, and conclusions.
- **Case Study Write-Up (25%)** — The Harvard Business School case study write-up will be a 2-3 page 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 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. **Please provide me with a hard copy and 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 or other visual 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 presentation 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. **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

Your course grade will be based on the following:

150 points—Weekly Presentation (15%)

250 points—Harvard Business School Case (25%)

500 points—Final Project (50%)

100 points—Participation (10%)

**Total**

**1000 points**

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

|    |          |    |          |
|----|----------|----|----------|
| 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 |    |          |

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](mailto:arc@georgetown.edu)  
<http://ldss.georgetown.edu/>



- Counseling and Psychiatric Services  
202-687-6985  
<http://caps.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](mailto:arc@georgetown.edu); <http://ldss.georgetown.edu/index.cfm>) 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 journalism, 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.



## CLASS SCHEDULE

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

### **WEEK 1 (January 13)**

Introduction to Digital Marketing

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

### **WEEK 2 (January 20)**

Digital Marketing and Website Hub

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

### **WEEK 3 (January 27)**

Search Engine Optimization

*Readings:* Ryan - Chapter 5  
Stokes - Chapter 11

### **WEEK 4 (February 3)**

Content Marketing

- Two weekly student presentations

*Readings:* Ryan - Chapter 11

### **WEEK 5 (February 10)**

Social Media

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

*Readings:* Ryan - Chapter 6  
Stokes - Chapter 14

### **WEEK 6 (February 17)**

Social Media

- Instagram, Pinterest, LinkedIn
- Three weekly student presentations

*Readings:* TBD



### **WEEK 7 (February 24)**

Mobile Marketing and Video Marketing

- Two weekly student presentations

*Readings:* Ryan - Chapter 8  
Stokes - Chapter 6, Chapter 18

### **WEEK 8 (March 3)**

Email Marketing

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

*Readings:* Ryan - Chapter 7  
Stokes Chapter 7

**March 10 – No Class**

### **WEEK 9 (March 17)**

Paid Media

- Two weekly student presentations

*Readings:* Ryan - Chapter 4

### **WEEK 10 (March 24)**

Online Public Relations & Reputation Management (Mar 24)

- Two weekly student presentations

*Readings:* Ryan - Chapter 10

### **WEEK 11 (March 31)**

Bringing it all Together (Mar 31)

- Two weekly student presentations

*Readings:* Ryan - Chapter 12

### **Week 12 (April 7)**

What's Next (Apr 7)

- Discuss HBS case study from advertising perspective

*Readings:* Ryan – Chapter 13  
HBS Sephora Case Study



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### **WEEK 13 (April 14)**

Final Presentations

- Group 1 presentation
- Group 2 presentation

### **WEEK 14 (April 21)**

Final Presentations

- Group 3 presentation
- Group 4 presentation

**April 28 – No Class**

### **WEEK 15 (May 5)**

Final Presentations, Wrap Up and Conclusions

- Group 5 presentation