



## MPPR-881-01 DIGITAL MARKETING

GEORGETOWN UNIVERSITY: MPS-Public Relations and Corporate Communications

Fall 2015, 5:20 p.m. to 7:50 p.m. | Tuesdays

Instructor: Matthew Heim

Downtown campus, room C225

- 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 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.

### COURSE 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.

### REQUIRED READING

**1. Title: Understanding Digital Marketing: Marketing strategies for engaging the digital generation**, Damian Ryan, ISBN: 978-0749471026, Publisher: Kogan Page, Year: 2014, Price: \$29.99 (iBooks)

**2. 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 the 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.

### 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 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.

### 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 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.

### CLASSROOM ETIQUETTE, CLASS PARTICIPATION AND OTHER GUIDELINES

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.

### CLASS TIME

Tuesday, 5:20 – 7:50 PM. We will begin on time and will have one break. Class may start with a guest speaker or student presentations and may be followed by a lecture or a further, in-depth discussion. 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.

- **Communicating**

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

- **Office Hours**

The best way to contact me will be via email. I am also available to schedule phone appointments during non-business hours, if needed.

### ASSIGNMENTS

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

- **Weekly Presentation (15%)** — 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>

- **Case Study Write-Up (25%)** – The Harvard Business School case study write up will be an 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).
- **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 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

150 points—Weekly Presentation (15%)  
100 points—Digital Analytics Fundamentals (10%)  
250 points—Harvard Business School Case Study (25%)  
400 points—Final Project (40%)  
100 points—Participation (10%)  
*Total 1,000 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://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](mailto: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.

## CLASS SCHEDULE

### **WEEK 1 (Sept. 8) – Introductions/Overview of Digital Marketing**

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.

### **WEEK 2 (Sept. 15) – Conducting Customer Research/Web Site Development**

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.

Readings: Ryan, Ch. 1-3

### **WEEK 3 (Sept. 22) – Search Engine Optimization**

The basics of SEO, optimizing sites for the engines, mobile search.

Readings: Ryan, Ch. 5

Weekly Student presentations



#### **WEEK 4 (Sept. 29) – Content Marketing**

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.

Readings: Ryan, Ch. 11

Weekly Student presentations

#### **WEEK 5 (Oct. 6) – Social Media Marketing**

We will look specifically at Facebook, Twitter, Instagram, Vine, Pinterest and other social media platforms.

Readings: Ryan, Ch. 6

Weekly student presentations

#### **WEEK 6 (Oct. 13) – Mobile and Video Marketing**

Ways that great companies use video – possible case studies.

Readings: Ryan, Ch. 8

Weekly student presentations

#### **WEEK 7 (Oct. 20) – Email Marketing**

The principles of email marketing, campaigns and measuring success.

Readings: Ryan, Ch. 7

Weekly student presentations

#### **WEEK 8 (Oct. 27) – Paid Search**

The basics of search engine marketing (SEM) and the principles of short-tail and long-tail purchasing.

Readings: Ryan, Ch. 4

Sephora Case Study assignment due.

Weekly Student presentations

#### **WEEK 9 (Nov. 3) – Social Advertising**

Readings: TBD

Weekly Student presentations

#### **WEEK 10 (Nov. 10) – Display Advertising and Native Advertising**

Readings: TBD

#### **WEEK 11 (Nov. 17) – E-Commerce, KPIs, Forecasting, Measuring Conversion**

Readings: TBD

Weekly student presentations

#### **WEEK 12 (Nov. 24) – The Basics of Building a Digital Marketing Plan/Integrated Marketing/Putting It All Together**



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Readings: Ryan, Ch. 12

**WEEK 13 (Dec. 1)**

Group 1 presentation (1 hour)

Group 2 presentation (1 hour)

**WEEK 14 (Dec. 8)**

Group 3 presentation (1 hour)

Group 4 presentation (1 hour)

**WEEK 15 (Dec. 15)**

Group 5 presentation (1 hour)

Wrap-up