

CONCOURSE INFORMATION

Course title:	Digital Marketing	Credits:	1.5
Course code:	BAMA 513	Class details:	W 6:00pm-9:30 pm, HA 347
Session and term:	2024W1	Program:	MBA
Section(s):	001		
Course duration:	Oct. 30 – Nov. 27, 2024 (Dec. 4 is a presentation day)		
Division:	Marketing		

INSTRUCTOR INFORMATION

Instructor:	James Wang	Office hours:	Fri 9pm - 11pm Pacific (by appt pls) If this does not work for you, please email me and we can arrange an alternate date and time.
Phone:	778-792-9023		
Email:	james.wang@sauder.ubc.ca	Office location:	https://us06web.zoom.us/j/4995849552

COURSE DESCRIPTION

The course will allow students to be prepared for professional roles in the digital marketing and eCommerce industries. Students will learn tactical and high-level strategic foundations of digital marketing, and to a lesser extent, eCommerce. Digital marketing and eCommerce are synergistically intertwined in many organizations; therefore, this course will also explore the dynamics between the two. Ergo, digital marketing professionals are, to an extent, good at eCommerce and eCommerce professionals are, to an extent, good at digital marketing.

Students will learn:

- eCommerce strategy, payments, site optimization, reporting, eCommerce analytics, & more
- Digital marketing - Paid search
- Digital marketing - Social media marketing – organic, paid, & influencer marketing
- Digital marketing - Search engine optimization for organic traffic
- Digital marketing - Email marketing

There will be much participation required from students in the form of case study analysis, answering questions, and asking questions. There will be multiple assignments to complete individually and in groups.

The first 1.5 classes will be about eCommerce. The rest of the classes (3.5 classes) will be about digital marketing. There will be a final presentation class on December 4th.

COURSE FORMAT

There will be 2 to 3 breaks in each class. Each class will be a blend of lecture, participation, case method teaching, in-class exercises, and guest speaking. There will be a total of 1 to 3 guest speakers for the entirety of the course. Guest speakers are from the industry and will allow students to learn what a digital marketing career might look like.

SCHEDULE OF IN-PERSON CLASSES

All classes are in-person.

LEARNING OBJECTIVES

By the end of this course, you will be able to:

1. Know what a career in digital marketing and eCommerce might look like and know about different specializations in digital marketing and eCommerce job streams.
2. Build a comprehensive digital marketing plan for a real-world company.
3. Understand the important metrics and KPIs used in digital marketing and eCommerce.
4. Use various digital marketing and eCommerce SaaS.
5. Understand the usefulness of email marketing, SEO, social media marketing, paid search, and eCommerce optimization.
6. Understand how startups to large companies manage and use digital marketing and eCommerce.
7. Understand startups to large companies' organizational structure in a digital marketing and eCommerce department and how both departments interact with other departments in the company.
8. Decide for themselves if they want to go into digital marketing and/or eCommerce and what to specialize in.
9. Be able to gain an upper hand in job-hunting activities in digital marketing and eCommerce.

COURSE ASSESSMENT

Assessment Item	Individual/Group	Estimated # of Hours of Work Per Student*	Course Weight
Participation	Individual	N/A	20.0%
SEO Mini-Assignment	Individual	3	10.0%
eCommerce Optimization Mini-Assignment	Individual	3	10.0%
Digital Marketing Plan	Group	5	35.0%
Digital Marketing Plan Presentation	Group	4	15.0%
Social Media Marketing Video + Mini-presentation	Group	3	10.0%

Total	18	100.0%
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*Estimated hours. Students might elect to spend more or fewer hours.

Details of Assessments

Participation (20%)

Students will participate by preparing for case studies and participating in class. Other methods of participating include answering and asking questions during class. Students will be measured by the quality of participation rather than quantity. There will be many opportunities to participate.

Students are expected to arrive on time and attend all classes similar to a work situation.

SEO Mini-assignment (10%)

You will inspect a website and list SEO improvements, strategies, and tactics to improve search ranking on SERPs for said website. SEO is an often-overlooked piece of the digital marketing + eCommerce puzzle. You'll find that SEO is actually quite fun and data driven.

eCommerce Optimization Assignment (10%)

You will inspect a website and list eCommerce improvements, strategies, and tactics to optimize the site to perform better. This assignment mimics day-to-day activities of an eCommerce professional.

Digital Marketing Plan (35%)

Using everything you learned throughout the course, your team will create a digital marketing plan. This report specifies how you will use all the different digital marketing media to bring quality traffic to a website for a real-world brand.

Your team will mimic a digital marketing agency attempting to acquire a brand as a client.

Digital Marketing Plan Presentation (15%)

Your team will showcase your digital marketing plan. Agencies conduct presentations to client-brands to secure additional business. This presentation mimics such a scenario.

In addition to the Instructor, there might be an industry professional who will give feedback on your presentation.

The presentation will be conducted on Wednesday, December 4.




Social Media Marketing Video + Mini-presentation (10%)


Your team will create a social media video advertisement (platform TBD) and show it to the class. Your team will briefly explain the objective, plot, and nuances of the video ad.

In addition to the Instructor, there might be an industry professional who will give feedback on your assignment and presentation.

SUSTAINABLE DEVELOPMENT GOALS

At UBC Sauder, we are committed to responsible business practices that can have transformative impacts on society. One of the ways we are reinforcing our commitment to responsible business is by showcasing relevant content in our courses via the lens of the [United Nations Sustainable Development Goals](#). In this course, we will touch on topics that relate to the following goals:

Sustainable Development Goal	Description of how and when the goal is covered in the course.
<p>GOAL 4: Quality</p>  <p>Education</p>	<p>Responsible management is core to this goal, and the entire course will be framed in terms of responsible marketing management. Ethics and sustainability in marketing will be discussed each week, and class 24 will be dedicated to specific examples and applications. Class prep materials, lecture content, and group discussions will address fundamental principles of responsible marketing management.</p>
<p>GOAL 5: Gender Equality</p> 	<p>Classes 8 and 9 (or thereabouts) will focus on segmentation, a key activity in marketing that leads to differential treatment of consumers based on demographic, psychographic, and behavioural characteristics. Class prep, lecture content, and group discussions in these classes will explore ethical, responsible, and equitable approaches to segmentation.</p>
<p>GOAL Reduce</p>  <p>Inequality</p>	<p>10: Topics of equity, diversity, inclusion, anti-discrimination, and Indigenous reconciliation, will be explored throughout the course in lecture content and discussions using specific, real-world scenarios. As mentioned above, classes 8, 9, and 24 will dive more deeply into marketing’s role in reducing inequality and achieving positive social impacts.</p>

<p>GOAL 12: Responsible</p> <div style="text-align: center;">  <p>Consumption and Production</p> </div>	<p>Marketing is directly related to responsible consumption and production, and several classes will cover key aspects of this goal: class 2 will introduce macroenvironmental factors shaping sustainable consumption and production (e.g. political-legal and planetary trends); class 6 will delve into consumer psychology and marketing’s opportunity to influence pro-social behaviour; class 17 will include content on responsible product design; classes 19 and 20 will touch on sustainable and circular sourcing and supply chain concepts; and class 24 will focus on sustainability strategy. For most classes, the goal will be covered in lecture content and discussions; however, class 24 will require students to complete class prep activities and participate in group discussions on responsible consumption and production.</p>
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REQUIRED LEARNING RESOURCES

Please refer to **UBC Canvas** for accessing class preparation instructions, additional readings, multimedia, and assignment resources.

COURSE-SPECIFIC POLICIES AND RESOURCES

Class Preparation

Guidance on how to prepare for each class will be posted in individual class Modules on Canvas. It is your responsibility to regularly check the Modules to understand what is required and to complete the necessary readings, prep quizzes, and other pre- and post-class activities that are directed.

Attendance, Including COVID-19 Considerations

Excepting extenuating circumstances and excused absences, you are expected to attend 100% of your scheduled class hours. Attendance will be tracked, and students missing more than 20% of scheduled classes without either academic concessions or instructor approval will be connected with the RHL Graduate Office for advising on academic success and support.

All students must assess themselves daily for COVID-19 symptoms prior to coming to class. Please stay home if you exhibit symptoms or have tested positive for COVID-19. A list of COVID-19 symptoms can be found [here](#). If you cannot come to class, please send an email to me to let me know. Use the BC Ministry of Health’s [self-assessment tool](#), to help determine whether further assessment or testing for COVID-19 is recommended. Full UBC COVID-19 Campus Rules can be found [here](#).

There is no distribution of recordings of class. Classes are designed as and are intended to be in-person. Your attendance is expected. If you are unable to attend, the policy regarding missed classes described in this syllabus applies. It is your responsibility to ensure that you have the materials you need for missed classes. It is strongly recommended that you make arrangements at the start of the semester for materials in case you miss class. For instance, you may wish to exchange contact information with a classmate who can provide you with notes in the event you miss class. If you believe you are an exceptional case that merits special consideration, please promptly reach out to your instructor to advise them of your circumstances.

If you feel unwell or have other circumstances that prevent you from attending class, send a courtesy email to notify your instructor as soon as possible. If you suspect a possible COVID-19 infection, you should use the BC Ministry of Health's self-assessment tool to help determine whether further assessment or testing for COVID-19 is recommended. Students who are required to self-isolate or quarantine must follow BC health guidelines.

Punctuality

You are expected to arrive for classes on time and fully prepared to engage. Late arrivals and early departures are disruptive and will lead to deductions from participation and professionalism marks. If you arrive later or leave earlier than halfway through a scheduled class, you will be treated as absent for that day. If you expect to be late to/leave early from a class, you should email the instructor in advance.

Electronic Devices

During In-person Classes: It is recommended that students bring their laptop and headphones to classes each day; however, research shows that students' use of laptops and cell phones in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them. **Therefore, this course follows the School's recommendation for a "lids down" policy: laptops, propped-up tablets, and cell phones are not permitted to be used in class except as directed by the instructor.**

The only devices generally permitted in class are note-taking tablets that sit flat on the desk to avoid distractions to neighbouring students, and all applications unrelated to note-taking must be turned off. Note-taking tablets must also be silent to be permitted in class.

Except when needed, all other devices (i.e. laptops and phones) must be muted and stowed away (i.e. neither on the desk nor in the lap).

Missed or Late Submissions

In-class Activities:

There are no make-ups for any missed in-class activities.

Assignment:

Late submissions will not be accepted and will receive a grade of zero.

If you feel unwell or have other circumstances that prevent you from completing assessments, send a courtesy email to notify your instructor as soon as possible and review your eligibility for an alternate format assessment. Note that there are no alternatives for team assignments; they must be completed as outlined.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](#). If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

Grading Policies

Weighting of Assignments: The instructor reserves the right to re-weight course assignments if required. These changes are very rare and would affect all students equally. Re-weighting of course elements does not occur for individual students except in situations of extreme medical or personal emergency.

Scaling: Faculties, departments, and schools reserve the right to scale grades in order to maintain equity among sections and conformity to University, faculty, department, or school norms. You should therefore note that an unofficial grade given by an instructor might be changed by the faculty, department, or school. **Grades in Canvas are not final and are subject to change.** Grades are not official until they appear on a student's academic record.

Citation Style

Please use the American Psychological Association (APA) reference style to cite all sources.

Use of Artificial Intelligence

For this course, students may use generative artificial intelligence (AI), including ChatGPT, for specific assignments where it is expressly specified by the instructor. In these cases of permitted use, students must disclose any use of AI-generated material according to the assignment guidelines and keep a record of how it was used. At a minimum, this will include proper attribution, including in-text citations, quotations, and references. Please see the assignment outlines for full details.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Respectfulness in the Classroom

Students are expected to be respectful of their colleagues at all times, including faculty, staff, and peers. This means being attentive and conscious of words and actions and their impact on others, listening to people with an open mind, treating all UBC Sauder community members equally, and understanding diversity. Students who act disrespectfully toward others will be asked to leave the class and will be marked as absent for the day. They may also either be removed from a team, lose credit for in-class assessments and activities, or be asked to complete a group assignment individually.

Respect for Equity, Diversity, and Inclusion

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions, including status as a First Nation, Metis, Inuit, or Indigenous person, race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and respect for others.

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise, and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated, nor is suppression of academic freedom.

UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty, and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the university policies and codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work; nor should you help others to do the same. For example, it is prohibited to: share your past assignments and answers with other students, including on websites such as Course Hero and Chegg; work with other students on an assignment when an instructor has not expressly given permission; or spread information through word of mouth, social media, websites, or other channels that subverts the fair evaluation of a class exercise, or assessment. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam, and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

COPYRIGHT

All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means – including on websites such as Course Hero and Chegg – without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline and could be subject to legal action. Any lecture recordings are for the sole use of the instructor and students enrolled in the class. In no case may the lecture recording or part of the recording be used by students for any other purpose, either personal or commercial. Further, personal audio or video recording of classes are not permitted without the prior consent of the instructor.

ACKNOWLEDGEMENT

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE (subject to change at instructor’s discretion)

Class	Date	Topic
1	Wed, Oct 30	<p>Course Overview</p> <p>Introductions + meet your team members</p> <p>eCommerce vs digital marketing</p> <p>eCommerce → optimization and digital transformation</p> <p>eCommerce → sales promotions</p> <p>eCommerce → metrics, KPIs, & Google Analytics (GA4)</p>
2	Wed, Nov 6	<p>eCommerce → raising capital & eCommerce summary</p> <p>Case study → eCommerce</p> <p>Digital marketing → introduction</p> <p>Digital marketing → paid search</p>
3	Wed, Nov 13	<p>Digital marketing → on-site / on-page SEO</p> <p>Digital marketing → off-site / off-page SEO</p> <p>Guest speaker</p>
4	Wed, Nov 20	<p>Digital marketing → social media marketing – organic social</p> <p>Digital marketing → influencer marketing</p> <p>Digital marketing → email marketing</p> <p>Digital marketing → display ads</p> <p>Guest speaker</p>
5	Wed, Nov 27	<p>Case study → digital marketing</p> <p>Digital marketing → summary</p> <p>Guest speaker</p> <p>Social media marketing video mini-presentations</p>
6	Wed, Dec 4	Digital marketing plan presentations

*There might be edits to the course schedule. The Instructor will notify students if there are edits or changes.