

COURSE INFORMATION

Course title:	Digital Marketing	Credits:	1.5
Course code:	BAMA 513	Class location:	HA 291
Session, term, period:	2019W1, Period 6	Class times:	M 6:00 pm – 9:30 pm
Section(s):	001	Pre-requisites:	N/A
Course duration:	Sept 3 – Oct 11, 2019	Co-requisites:	N/A
Division:	Marketing		
Program:	MBA		

INSTRUCTOR INFORMATION

Instructor:	Victor Tang, Adjunct Professor		
Phone:	778.512.4902	Office location:	HA 351
Email:	victor.tang@sauder.ubc.ca	Office hours:	By appointment

COURSE DESCRIPTION

This course will prepare students for digital marketing roles through real business scenarios and the practice of digital marketing tools. Students will acquire the ability to draft digital marketing plans, and will gain an understanding of the client agency dynamic.

Students will learn topics in digital marketing including:

- Content and Social Media
- Online Advertising (buyer side and advertiser side)
- Search Engine Optimization (SEO)
- Email Marketing
- Digital Demand Generation
- E-commerce
- Online Analytics

This course will focus on strategic planning with an applied approach to assignments. Group work and in-class participation will all be prominently featured in the class. This course will cover both technical functions of digital marketing as well as strategic elements. Students should be prepared to do basic marketing math, such as calculating breakeven, ROI, and learning to develop heuristic frameworks for digital testing. Additionally, students will be learning simple HTML (as it relates to SEO), as well as some of the technical granularities of search engine marketing.

The first half of the course will cover the basics of each area, while the latter half will focus more on social media and advanced aspects of the different topics we'll cover. This course will not focus on teaching students how to use social media channels, but on how to apply social media channels for marketing.

COURSE FORMAT

Classes are all online unless otherwise stated by the instructor. The class structure will use part of the session for instructional learning, while the other part will be used for hands-on learning of relevant technologies.

LEARNING OBJECTIVES

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

1. Build a digital marketing strategy incorporating components of website, content, social media, paid search, social advertising, and basic search engine optimization
2. Prepare a comprehensive digital marketing plan for a real company, identifying linkages to offline activities
3. Do a competitive website audit
4. Do a competitive social media audit
5. Create meaningful search optimized content
6. Establish meaningful metrics, goals, and KPIs
7. Digital forensics: web analytics, monitoring, and reporting
8. Buy various forms of online media (direct-to-publisher, Google AdWords, etc)
9. Design, implement and evaluate an AdWords campaign
10. Design a social media campaign

ASSESSMENTS

Summary

<u>Component</u>	<u>Weight</u>
(Individual) Social Media Profile Assignments	20%
(Individual) Participation	25%
(Individual) Case Assignment	25%
(Group) Final Project	<u>30%</u>
Total	<u>100%</u>

Details of Assessments

Individual Social Media Profile (20%)

Each student will be expected to create and maintain an account on four different social media channels (Facebook, Instagram, Snapchat, Blog [can be via LinkedIn], YouTube, LinkedIn, etc) throughout the duration of the course. The intent of this is for you to: a) become familiar with contemporary social media channels; b) to demonstrate competency in using social media; c) to build an online profile that can assist you in differentiating yourself and securing employment. This should be submitted via Canvas by October 11, 2019. You can submit this as a series of screenshots demonstrating proficiency in different social media platforms, or as a series of links to your social media channels, or a combination of the above.

Participation (25%)

Students may receive full participation marks multiple different ways. This includes engaging in meaningful discourse during in-class discussions and asking relevant questions, to taking advantage of their Individual Social Media profiles and using hashtag #BAMA513. Because participation is a large portion of the final grade, there will be many opportunities created in-class for students to present and

participate. If for any reason you will be late or absent to class, ample advance notification must be given to the instructor via email. Missing class or attending late will impact your participation mark.

Case Assignment (20%)

Students will receive a brief case during Week 3, that will be due at the beginning of Week 4. This case will challenge students to use the different skills learned in class to come up with a strong solution.

Final Group Project (30%)

At the end of the term, students will be required to submit a digital marketing plan. Students will be graded as a group. This plan should focus on the recommendations to your given client (while having ample justification). Components of this plan should include the following (but not be limited to):

- Competitive digital analysis
- Search Engine Optimization (SEO) plan
- Online advertising recommendations
- Content calendar
- Social media plan
- Email marketing plan

Use the tools you've been given in class to come up with a plan. The various items above should not be planned in isolation, as many of the different tactics can be used in combination with others. Be creative, and think strategically. All data and calculations used to formulate recommendations should be included in an appendix. Your final project will be graded as a business piece; is this something I would send to a client, or is this something I would be pleased to receive from a report? This report is due October 11, 2019, by end of day.

LEARNING MATERIALS

Learning Resources: Optional reading material is provided at the end of each lecture on the last slide.

Technology Requirements: Laptop and mobile phone with access to Facebook, Instagram, Google, Twitter and other social media applications. For most classes, you will be required to use your laptop for some portion of the lecture.

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

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

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](https://webforms.sauder.ubc.ca/academic-concession-rhlee) <https://webforms.sauder.ubc.ca/academic-concession-rhlee>. 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](#).

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

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a “W” or an “F” standing on the transcript.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School’s policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students’ use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

Citation Style

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

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

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 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. 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.

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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 without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline. Audio or video recording of classes are not permitted without the prior approval 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

The class topics scheduled below are subject to change, depending on general overall knowledge of digital marketing in the class, as well as depending on the availability of guest speakers. Over the course of the 5 weeks, we will have a selection of guest speakers share their knowledge and experience on digital marketing with the rest of us.

CLASS #	CLASS TOPICS
CLASS 1	Introduction to Digital Marketing. Learning objectives/assignments. SEO, Google Analytics & Digital Forensics.
CLASS 2	AdWords and buying paid search. Calculating break-even for paid advertising.
CLASS 3	Buying display media, and social media advertising. Email marketing.
CLASS 4	Content strategy and community building. Social media and influencer marketing.
CLASS 5	Testing and multi-channel attribution analysis. PR in digital marketing and crisis communications.