

COURSE INFORMATION

Course title:	Digital Marketing	Credits:	1.5
Course code:	BAMA 513		
Session and term:	1		
Section(s):	001	Zoom Meeting ID:	660 3497 3570
Course duration:	Nov 4 - Dec 2	Passcode:	2020
Division:	Marketing	Class times:	W 6pm-930pm
			Makeup class on November 12, 6-930pm

INSTRUCTOR INFORMATION

Instructor:	Victor Tang	Office location:	Available on request
Phone:	778.512.4902	Office hours:	Available on request
Email:	victor.tang@sauder.ubc.ca		

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

We will use Zoom to have our classes during the scheduled class times.

For this course, you are required to use a Zoom account during synchronous classes and office hours. If you do not have a Zoom account, you can create one here: <https://zoom.us/signup>. Note: creating a Zoom account requires that you provide a first name, last name, and email address to Zoom. For privacy purposes, you may

consent to using your existing email address and your real name. Alternatively, if you prefer, you may sign up using an alternative email address and an anonymized name that does not identify you (i.e. Jane Doe, jane.doe@email.com). If you have trouble creating an account, or accessing a Zoom session, please contact CLCHelp@sauder.ubc.ca.

You will be required to provide the email address associated with your Zoom account in a Canvas quiz for identification purposes.

To help replicate the classroom experience, make sessions more dynamic and hold each person accountable, both students and instructors are asked to have their cameras on during Zoom sessions. This is the desired norm for the Sauder undergraduate program as it will provide you the best learning experience. Students who require an accommodation with regard to the “camera on” requirement must contact their instructors in advance of the first class to discuss options. Students are expected to conduct themselves professionally by joining sessions on time, muting mics when not speaking, refraining from using any other technology when in-session, attending in attire you would normally wear to school, and participating from a quiet environment. Some content from synchronous sessions may be selectively recorded per instructor discretion and made available to students on Canvas for a maximum duration of the course length. This is done to allow students the opportunity to return to lecture content to solidify learnings.

LEARNING OBJECTIVES

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

- Build a digital marketing strategy incorporating components of website, content, social media, paid search, social advertising, and basic search engine optimization
- Prepare a comprehensive digital marketing plan for a real company, identifying linkages to offline activities
- Pitch influencers and build an influencer marketing list
- Do a competitive social media audit
- Create meaningful search optimized content
- Establish meaningful metrics, goals, and KPIs
- Digital forensics: web analytics, monitoring, and reporting
- Buy various forms of online media (direct-to-publisher, Google Ads, etc)
- Design, implement and evaluate Google Ad campaigns

Details of Assessments

Assignments to be submitted via Canvas by 11:59pm of the day it is due unless otherwise stated by the instructor. Late assignments will not be accepted. Note that for this course there is **no grading rubric**. All assignments are marked as if it were a corporate project. Your projects should ultimately answer the following questions: “Do my recommendations bring value to the organization? Is this something my client/boss would use or find relevant?”

SUMMARY

Individual Social Media Profile	Individual	20%	Include 4 different channels
Digital Marketing Presentation	Team	30%	Website Audit Social Media Audit SEO Advertising Analytics Content and social Email marketing
Case Assignment	Individual	25%	
Participation	Individual	25%	

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). 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 and d) learn to use a new social media platform (so please do not submit profiles to existing social media platforms you have previously used). *One of the social media channels must be a LinkedIn profile if you do not already have one.*

You can submit this via Canvas as a series of screenshots demonstrating proficiency in different social media platforms, in addition to a short 1-2 paragraph write up about what you learned using this social media channel and how it can assist a business or personal brand in marketing. This should be submitted before the semester ends. No grades will be given for a social media channel you have previously used and learned.

Digital Marketing Plan (30%)

The digital marketing plan is the final deliverable for this course and is a culmination of all the learning over the 5-weeks. The components of this plan should include some of the following:

- Competitive digital analysis
- Website audit/recommendations
- Search Engine Optimization (SEO) plan
- Online advertising recommendations
- Social media plan
- Email marketing plan
- Breakeven calculations
- Amongst other channels, as relevant

Each component of the presentation should be worked on an ongoing basis each week. The final plan can be as short or as long as needed, but needs to be completed in such a manner that it is relevant for an executive readership (i.e. don't be unnecessarily long, but ensure there is enough detail to convince your viewer/reader of

your digital marketing strategy). *Please also have one team member submit the presentation in Canvas.*

Also, keep in mind that if there is consensus amongst groups that there have been unequal contributions, adjustments will be made to the grades of students that do not participate accordingly at the discretion of the instructor.

Participation (25%)

Students may receive full participation marks multiple different ways. This includes engaging in *meaningful, useful, and relevant* discourse during in-class discussions and asking relevant questions, to taking advantage of the hashtag #BAMA513 (on Instagram, Twitter, and/or TikTok, with your actual name clearly indicated). If you decide to use #BAMA513, you don't need to make a new profile specifically for this class, unless you so desire to. Again, please ensure conversation is at the least, tangentially relevant to class, and not just posts about what you ate or where you've been to.

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 (minimum 24-hours) *must be given to the instructor via email.* Missing class or attending late will significantly impact your participation mark. Like the rest of assignments, students will be marked on participation as a professional, and as an adult; as if they're attending class as if they were attending an actual job.

After December 4 midnight, no participation marks can be accrued. Also, please do not spam post for participation marks (i.e. suddenly post a dozen posts using #BAMA513 because you realized you haven't participated all semester).

Case Assignment (25%)

All students will be given a real-world digital marketing case. More details will be released in class. Students will have ample time to complete the case and should apply all relevant learnings from the class to complete the case.

POLICIES APPLICABLE TO UBC SAUDER UNDERGRADUATE COURSES

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 be marked as absent for the day. They may also 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.

Electronic Devices

During online lectures, students are not permitted to use any electronic devices other than the primary one used for attending the online lecture (e.g. laptop or desktop). Only Zoom and a note-taking application should be open during the online lecture unless an instructor advises the use of another device or application for an in-class activity. Feedback from students indicates that personal devices is the number one distraction from effective learning and participation in the online learning environment.

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Missed and late assignments will not be accepted unless with instructor approval and under extenuating circumstances.

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; work with other students on an assignment when an instructor has not expressly given permission; or spread information through word of mouth, social media, 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.

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ACKNOWLEDGEMENT

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

COURSE SCHEDULE

Please note, that as we will have many guest speakers attend during the 14-weeks, *class topics will shift and change depending on when speakers are available and the overall experiences and knowledge of the class.*

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