

COURSE INFORMATION

Course title:	Digital Marketing	Credits:	1.5
Course code:	BAMA 513	Class location:	HA 132
Session, term, period:	Period 6	Class times:	6pm - 930pm, M
Section(s):	001	Pre-requisites:	N/A
Course duration:	Jan 3 - Jan 31, 2022	Co-requisites:	N/A
Division:	Marketing	Make-Up class:	Jan 6, 2022 – 6-9:30pm (HA 132)
Program:	MBA		

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 media buying process.

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
- 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 purposes.

COURSE FORMAT

The class will have one break between topics and multiple in-class breakout exercises. Each class will end slightly early, recognizing that students will be coming from a variety of backgrounds in digital marketing. If you find yourself struggling with the course material and need assistance or further clarity, please use this end of class time to reach out to the instructor.

LEARNING OBJECTIVES

At 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. Pitch influencers and build an influencer marketing list
4. Create meaningful search optimized content
5. Establish meaningful metrics, goals, and KPIs
6. Digital forensics: web analytics, monitoring, and reporting
7. Buy various forms of online media (direct-to-publisher, Google Ads, etc)
8. Design, implement and evaluate Google Ad campaigns

ASSESSMENTS

Summary

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?”

Individual Social Media Profile	Individual	40%	Include 4 different channels
Digital Marketing Plan	Team	40%	Website Audit Social Media Audit SEO Advertising Analytics Content and social Email marketing
Participation	Individual	20%	Through in-class participation and the use of #BAMA513 on Instagram, TikTok, and Twitter

Details of Assessments

Individual Social Media Profile (30%)

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.*

Please submit this assignment showcasing screenshots of each social media account demonstrating proficiency in the platform. Additionally, have a short 1-2 paragraph write up for each of the four accounts about what you learned using this social media channel and how it can assist a business, your own personal life, 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, with the exception of learning new concepts eg. Instagram Business Account.

Digital Marketing Presentation (40%)

The digital marketing presentation is the final deliverable for this course and is a culmination of all the learning over the course. 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 by the date of your presentation.**

As part of your presentation, you will also be required to present in front of your peers and instructor. Each group has a maximum 10-15 minutes to present (depending on class size) in random order. These presentations will be timed. Students will be graded as a group. The in-class presentations will be graded on: 1) Timeliness, 2) Clarity of delivery, 3) Content in relation to applying class learnings, 4) Level of analytical rigour, and 5) Cohesiveness. Please include notes in your presentation. **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 (30%)

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 Jan 31 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).

Bonus: Want a bonus 5% to your overall grade? Use #BAMA513 and go viral for your post on TikTok, Twitter, or Instagram (and not in a negative light - positive stuff about the class only). You can only get a bonus 5% once! And yes, this needs to be about the class.

LEARNING MATERIALS

Required: No required books.

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](#). 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](#).

Other Course Policies and Resources

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.

COVID-19 POLICIES FOR ATTENDANCE & ACADEMIC CONCESSIONS:

If a student feels unwell, they should stay home and send a courtesy email to each impacted instructor and cc their program manager. The student should also submit an [Academic Concession Request & Declaration Form](#).

If a student suspects possible COVID-19 infection, they should use the BC Ministry of Health's [self-assessment tool](#), to help determine whether further assessment or testing for COVID-19 is recommended.

If a student is required to self-isolate (e.g., while waiting for test results), they should follow the steps above (stay home, email instructor(s) and program manager, submit an [Academic Concession Request & Declaration Form](#), and follow BC Health Guidance.

Students who are required to quarantine, should get in touch with their Program Manager to discuss the possibility of academic concessions for each impacted course. The Program Manager will work closely with your instructors to explore options for you to make up the missed learning.

COVID-19 SAFETY IN THE CLASSROOM:

Masks: Masks are **required** for all indoor classes, as per the BC Public Health Officer orders. For our in-person meetings in this class, it is important that all of us feel as comfortable as possible engaging in class activities while sharing an indoor space. For the purposes of this order, the term “masks” refers to medical and non-medical masks that cover our noses and mouths. Masks are a primary tool to make it harder for COVID-19 to find a new host. You will need to wear a medical or non-medical mask for the duration of our class meetings, for your own protection, and the safety and comfort of everyone else in the class. You may be asked to remove your mask briefly for an ID check for an exam, but otherwise, your mask should cover your nose and mouth. Please do not eat in class. If you need to drink water/coffee/tea/etc, please keep your mask on between sips. Students who need special accommodation are asked to discuss this with the program office.

Seating in class: To reduce the risk of COVID-19 transmission, please sit in a consistent area of the classroom each day. This will minimize your contacts and will still allow for the pedagogical methods planned for this class to help your learning.

Visit the following website for the most recent updates regarding COVID-19 protocol on campus:
<https://students.ubc.ca/campus-life/returning-to-campus>

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>.

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.

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 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, audio or video recording of classes are not permitted without the prior consent of the instructor. Students may not share class Zoom links or invite others who are not registered to view sessions.

ACKNOWLEDGEMENT

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the x^wməθk^wəy̓əm (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 some guest speakers attend during the 5-weeks, *class topics will shift and change depending on when speakers are available and the overall experiences and knowledge of the class*. The below is a *rough* descriptive guideline of the topics that will be covered, and not prescriptive of the overall flow of topics.

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