COURSE INFORMATION

Course title:	Digital Marketing		
Course code:	BAMA 513	Credits:	2.0
Session, term, period:	2023W	Room #:	TBC
Section(s):	001	Class times:	6pm - 930pm, Wednesdays
Course duration:	Oct 30 - Dec 1, 2023		
Division:	Marketing		
Program:	MBA		

INSTRUCTOR INFORMATION

Instructor:	Vik Kambli		
Phone:	604.616.0800	Office location:	Available on request
Email:	vik.kambli@ubc.ca	Office hours:	Available on request

COURSE DESCRIPTION

This course will prepare students to apply digital marketing strategy in real business scenarios. Students will learn about digital and performance marketing roles and use digital marketing tools. Students will gain the ability to create real-world marketing plans.

Students will learn topics in digital marketing, including:

- Marketing's role in a P&L
- Content and Digital Media
- Online Advertising
- Search Engine Optimization (SEO)
- Email Marketing
- Online Analytics

Group work and in-class participation will all be prominently featured in the class. This course will cover the technical functions of digital marketing and 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 learn 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 teach students how to use social media channels but how to leverage these 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 come from various backgrounds in digital marketing, ending the class earlier will allow students who need to become more familiar with concepts to stay behind and ask the instructor questions. If you need help with the course material 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. Apply digital marketing strategies to growth and/or profitability.
2. Build a digital marketing strategy that incorporates various digital channels.
3. Prepare a comprehensive digital marketing plan for a real company, identifying links to offline activities.
4. Establish meaningful metrics, goals, and KPIs.
5. Digital forensics: web analytics, monitoring, and reporting.
6. Buy various forms of online media (direct-to-publisher, Google Ads, etc.).

ASSESSMENTS

Summary

Assignments are to be submitted via Canvas by 11:59pm of the day it is due unless otherwise stated by the instructor. Late submissions 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?

Impact of AI on Marketing Organizations	Team	30%	POV on areas of disruption POV on areas of adaption Summary of analysis
Digital Marketing Plan	Team	45%	Budget recommendation Website Audit Social Media Audit SEO Advertising Analytics Content and social Email marketing
Participation and Insights	Individual	25%	Through in-class participation and insights

Details of Assessments

Impact of AI on Marketing Organizations (30%)

As a student studying digital marketing, it is important to understand how emerging technologies such as artificial intelligence (AI) will disrupt marketing organizations. AI has already made significant advancements in digital marketing, including copywriting, image generation, and predictive analytics. In teams of two students, provide a point of view (POV) on how AI will disrupt marketing organizations.

Guidelines:
1. Conduct research on the impact of AI on marketing organizations. Cite at least five sources to support your arguments.
2. Develop a POV on how AI will disrupt marketing organizations. Consider the following questions:
   - How will AI affect the roles and responsibilities of marketers?
   - What structure changes to their organizations do CMOs need to consider and evaluate?

2

- How will AI change the way that companies engage with their customers?
- What ethical considerations should marketers keep in mind when implementing AI in their strategies?

3. Provide a POV on how marketing organizations can adapt to the disruption caused by AI technology. Consider the following questions:
    - What new skills will marketers need to develop in order to stay relevant in an AI-driven environment?
    - How can marketing organizations leverage AI technology to improve marketing performance?
    - What strategies can marketing organizations implement to stay ahead of the curve and remain competitive in the era of AI disruption?
4. Conclusion: Summarize your key findings and provide concluding thoughts on the impact of AI on marketing organizations.

At most, the report will be 3500 words in length. ***Please have one team member submit the document in Canvas by 10pm PT on Nov 17th 1, 2023***. Students will be graded as a group and can be submitted in Word or PDF format. The report will be graded as if it were delivered to a CMO. The grading criteria will include clarity and persuasiveness of POV, quality and relevance of sources used, and quality of writing and presentation of ideas.

Digital Marketing Plan (45%)
The digital marketing plan is the final deliverable for this course and is a culmination of all the learning over the course. Students will work in groups of four to complete the Marketing Plan. The components of this plan should include some of the following:
- Competitive digital analysis
- Budget recommendations
- Website audit/recommendations
- Search Engine Optimization (SEO) plan
- Online advertising recommendations
- Social media plan
- Email marketing plan
- Breakeven calculations
- Other channels, as relevant

Each component of the plan should be worked on continuously each week. The final plan can be as short or as long as needed but must 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 have one team member submit the document in Canvas by 1159p on Dec 9, 2023***.

Students will be graded as a group and can be submitted in any format (presentation, PDF, Word doc). Remember that this should be created as if delivered to an executive audience. *Also, note that if there is consensus amongst members that there have been unequal contributions, adjustments will be made to the grades of students who do not participate accordingly at the instructor's discretion.*

Participation and Insight (25%)
Students may receive full participation and insight marks in multiple ways. This includes engaging in *meaningful, helpful, intellectually curious, and relevant* discourse during in-class discussions, applying real-world insights to class topics, and asking relevant questions.

Because participation is a large portion of the final grade, many opportunities will be created in class for

students to present and participate. If, for any reason, you will be late or absent from 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. Students will be marked on participation as a professional and as an adult, treating class with the same professional decorum as if they were attending a job.

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.

Code Plagiarism
Code plagiarism falls under the UBC policy for Academic Misconduct. Students must correctly cite any code that has been authored by someone else or by the student themselves for other assignments. Cases of "reuse" may include, but are not limited to:
  • the reproduction (copying and pasting) of code with none or minimal reformatting (e.g., changing the name of the variables)
  • the translation of an algorithm or a script from a language to another
  • the generation of code by automatic code-generations software
An "adequate acknowledgement" requires a detailed identification of the (parts of the) code reused and a full citation of the original source code that has been reused.
Students are responsible for ensuring that any work submitted does not constitute plagiarism. Students who are in any doubt as to what constitutes plagiarism should consult their instructor before handing in any assignments.

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.

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.

Use of Artificial Intelligence

Generative AI Permitted Where Specified With Attribution

BAMA 513
Program: MBA

For this course, students may use generative artificial intelligence (AI), including ChatGPT, for specific assessments or coursework, where it is expressly specified by the instructor. In these cases of permitted use, students must disclose any use of AI-generated material as per the assessment guidelines.

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 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 (if applicable to class) or invite others who are not registered to view sessions.

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.

Disclaimer for all course content and materials:

BAMA 513
Program: MBA

The views and opinions expressed are my own and do not necessarily represent or reflect those of any past or present employers.