



# Lincoln University

## BA 351 – Digital Marketing

### COURSE SYLLABUS

Department of Business and Economics

Fall, 2017

**Credit:** 3 units (45 lecture hours)  
**Instructor:** Dr. Alexander Anokhin  
**Lecture Schedule:** Thursday, 3:30 – 6:15 pm  
**Office Hours:** By arrangement  
**E-mail:** aanokhin@lincolnuca.edu

**Recommended textbooks:** Wayne I. Winston (2014), “Marketing Analytics: Data-Driven Techniques with Microsoft Excel”, Wiley, (ISBN: 978-1-118-37343-9).

Ira Kaufman, Chris Horton, (2015), “Digital Marketing: Integrating Strategy and Tactics with Values”, Routledge (ISBN: 978-0-415-71674-1; 978-0-415-71675-8)

**Revised:** August 10, 2017

### Catalog description

The course focuses on important concepts and best practices in the use of digital marketing tools and techniques relevant to a business. It introduces students to various online marketing channels including search engine optimization (SEO), search engine marketing (SEM), mobile marketing, email marketing, and social media marketing. (3 units) *Prerequisites: BA 304, BA 350*

### Course Overview

Digital age has brought with it a dramatic shift in marketing. Wealth of data generated online allow for unprecedented levels of customer centricity, new channels of distribution, and pricing options. These changes are not “tactical”, they require a fundamental re-evaluation of marketing strategies. In this course we will obtain a working knowledge of challenges and opportunities internet present to

modern companies, as well as acquire practical skills of managing online marketing campaigns and data analysis.

### **Course Learning Outcomes**

Upon completion of the course students will be able to:

1. Formulate a data driven digital marketing strategy;
  - *Assessment Activities:* Course project, home assignments
2. Identify channels suitable for company's marketing objectives
  - *Assessment Activities:* Course project, home assignments
3. Track campaign performance using appropriately selected KPIs
  - *Assessment Activities:* Course project, home assignments
4. Create paid search, paid social, content, and email marketing campaigns;
  - *Assessment Activities:* Course project, home assignments
5. Optimize digital marketing campaigns through A/B testing
  - *Assessment Activities:* Course project, home assignments

### **Procedures and methodology**

Lecture method is combined with in-class discussions, pre-class and post-class home assignments of various kinds. Core concepts identified from textbooks and supplementary sources will be applied to the real-life situations during class activities. This class is practical in nature: in-class demonstration of various digital marketing tactics will be organized and are essential for the class success.

### **Class Rules**

1. Class attendance is required. Attendance will be taken each class at a time chosen by the instructor.
2. Students are required to arrive to class on time.
3. Submissions of home assignments will be conducted via the course website only (TurnItIn). No hard copy or email submissions will be accepted.
4. Registering on the class website is the responsibility of a student.
5. All quizzes, exams, assignments, and projects must be completed and handed in on time. Late submissions will result in lower grade (each day of delay costs 4% points).
6. All quizzes, exams, and class assignments cannot be made up. No extra-credit assignment is available "upon request".
7. No cheating and no plagiarism, please! Detected cheating/plagiarism will result in "F" for the assignment.

### **Course Project**

The course project is an essential part of the course. Either individually or in groups (depending on the number of students in class) you will prepare a digital marketing strategy for an existing company. The company must be selected by the third week of the course (preferably, sooner). A more detailed explanation of course project requirements will be provided in class.

**Final Exam**

The exam will consist of a case study. Tasks will be based on lectures, assigned chapters and supplementary reading.

**Assessment Criteria**

All assignments, quizzes, projects and exams are evaluated using the indicated system:

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	60-66	D
80-82	B-	0-59	F
77-79	C+		

**Tentative Weights**

Final grade will consist of the following components:

Homework	50%
Project	25%
Final Exam	25%

**Letters of recommendation**

Letters of recommendation will be provided upon request only to students, who have completed all course requirements and obtained a total score of not less than 94%.

## Course Outline

	Topic	Chapter
1	a) Introduction. b) Digital marketing mindset: How internet, social media, mobile platforms, and data change marketing?	Ch. 1 - 3 (Kaufman)
2	New marketing normal: Towards integrated digital marketing	Ch. 4-6 (Kaufman)
3	Customer strategy and digital marketing channels	Ch. 7 (Kaufman) Ch. 23-25 (Winston)
4	Content marketing	Ch. 8 (Kaufman); decks
5	Social media	Ch. 8 (Kaufman); decks
6	Search engine optimization	Ch. 8 (Kaufman); decks
7	(S)CRM and Email marketing	Ch. 8 (Kaufman); decks
8	Basics of UX and Lead Gen	Decks
9	Pay per Click Online advertising. Google AdWords	Ch. 36 (Winston)
10	Google Analytics	Decks
11	Using Excel to Summarize Marketing Data	Ch. 1-3 (Winston)
12	Measuring effectiveness of advertising	Ch. 34, 35 (Winston)
13	Campaign planning and budgeting	Decks
14	Course Project Presentation	
15	Final Exam	Comprehensive

**This syllabus is subject to change. All changes will be announced in the class.**

## Appendix. Program and Institutional Learning Outcomes.

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>MBA Graduates of Lincoln University should be able to:</i>	
<b>1b</b>	Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
<b>2b</b>	Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards
<b>3b</b>	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
<b>4b</b>	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
<b>5b</b>	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
<b>6b</b>	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
<b>7b</b>	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our MBA program will be able to:</i>	
<b>1</b>	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
<b>2</b>	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
<b>3</b>	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
<b>4</b>	Demonstrate autonomy, creativity, and responsibility for managing professional practices
<b>5</b>	Demonstrate leadership and set strategic objectives for team performance
<b>6</b>	Identify ethical issues/problems in business organizations and reach decisions within ethical framework