



# Lincoln University

## BA 351 – Digital Marketing

### COURSE SYLLABUS Spring 2019

- Instructor:** Dr. Walter Kruz, DBA  
**Lecture Schedule:** Wednesday, 3:30 PM – 6:15 PM  
**Credits:** 3 units / 45 lecture hours
- Level:** Mastery 2 (M2)  
**Office Hours:** Monday, 11:00 AM - 12:30 PM, Thursday, 11:45 AM – 3:00 PM,  
Room 402  
**e-mail:** [wrkruz@lincolnuca.edu](mailto:wrkruz@lincolnuca.edu)
- Main Textbook:** The art of digital marketing, Ian Dodson, Wiley, 2016,  
ISBN:9781119267102
- Prerequisite:** BA 304  
**Last Revision:** January 2, 2019

### 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.

*Prerequisites: BA 304*

### EDUCATIONAL OBJECTIVES

By taking the course, students will become familiar with the digital transformation of marketing business functions. As more and more business activities are accomplished online, students will practice developing and implementing effective digital marketing plans. They will also learn techniques and key metrics that evaluate customer needs, advertisement effectiveness, search engine optimization, and content marketing.

**COURSE LEARNING OUTCOMES<sup>1</sup>**

	<b>Course Learning Outcome</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment activities</b>
1	Develop and exhibit applied and theoretical knowledge regarding social media influence in developing marketing plans	PLO 1	ILO 1b	Homework assignments, quizzes, project assignment, exams
2	Use theoretical knowledge and advanced problem-solving skills in the areas of customer segmentation, advertisement	PLO 2	ILO 2b	Homework assignments, quizzes, project assignment, exams
3	Communicate innovation in the areas of online customer generation, online search, and email marketing	PLO 3	ILO 6b	Research assignments, quizzes, project assignment, exams, technical presentations
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices through project activities	PLO 4	ILO 7b	Class activities, project teamwork, technical presentations
5	Demonstrate leadership and set strategic objectives for team performance by applying communications skills	PLO 5	ILO 5b	Homework assignments, technical presentations, project teamwork
6	Identify ethical issues/problems in an operational environment and reach decisions within ethical framework	PLO 6	ILO 3b	Case studies, review of contemporary industry issues

**INSTRUCTIONAL METHODS**

**This is a direct classroom instruction course.**

This class offers a highly interactive learning environment. All students will expect to participate in class discussions, research findings, and class exercises. Short oral presentations may be assigned. Assignments may consist of textbook cases and research questions.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

**CLASS ATTENDANCE**

Attendance is a school requirement. Exams may include questions from class discussions.

**EXAMS**

Typically, the class exams are of equal weight and taken as individual deliverables. In addition, class assignments will include homework and quizzes throughout the semester. These activities enable the student to accumulate points which will be used to calculate grade performance. Exams are designed to demonstrate a student's mastery of concepts being discussed and consist mostly of short answers and calculations related to the material being discussed. The exam format is closed book with no electronic devices allowed. Failure to follow exam rules will earn 0 points or "F" grade for that exam.

**COURSE PROJECT**

A project, if assigned, will consist of research describing various factors that integrate operational concepts such as quality, supply chain, and more in a given industry. A written report, following the APA standard, and including a Turnitin score, will summarize this research. A project outline is provided as guidance to complete the report.

**GRADING POLICY**

Percentage	Grade
90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
below 60%	F

Weights	
Homework	10%
Quizzes	5%
Midterm Exams (20% each) (3 exams)	60%
Team Research Project	25%
Total	100%

**SCHEDULE OF TESTING:**

Week	Test
5	Exam 1
10	Exam 2
15	Exam 3

**PROPOSED CLASS SCHEDULE**

<b>Session</b>	<b>Date</b>	<b>Activity</b>	<b>Assignment</b>
Session 1	16 Jan.	Chapter 1- Intro to digital marketing	Lecture, class exercise, video “What is DM”
Session 2	23 Jan.	Chapter 2 – Search engine optimization	Write essay “Search engine technology”
Session 3	30 Jan.	Chapter 3 - Pay per click	Case 1 report
Session 4	6 Feb.	Chapter 4 - Digital display advertising	Create a digital advertisement
Session 5	13 Feb.	Exam 1	Exam #1
Session 6	20 Feb.	Chapter 5 - Email marketing	Short essay “Impact metrics of email advertisement”
Session 7	27 Feb.	Chapter 6 – Social media marketing I	Read online tutorial
Session 8	6 March	Chapter 7 - Social media marketing II	Short essay “Social media impact on business “
	<b>13 March</b>	<b>No Class – Spring Recess</b>	
Session 9	20 March	Chapter 8 – Mobile marketing	Short Report: “Mobile marketing financial impact”
Session 10	27 March	Exam 2	
Session 11	3 April	Chapter 9 – Analytics I	Report “Key marketing metrics”
Session 12	10 April	Chapter 9 – Analytics II	Short Research Paper “Comparison Alibaba/Amazon’
Session 13	17 April	Chapter 10 – Strategy and planning I	Read complete chapter
Session 14	24 April	Chapter 10 - Strategy and planning II	Submit project
Session 15	1 May	Exam #3	