Lincoln University

BA 351 – Digital Marketing
COURSE SYLLABUS

Department of Business and Economics
Fall 2022

Credit:	3 units / 45 lecture hours
Instructor:	Dr. Alexander Anokhin
E-mail:	aanokhin@lincolnuca.edu
Lecture Schedule:	Tuesdays, 3:30 PM – 6:15 PM
Office Hours:	Tuesdays, 6:15 pm – 7:15 PM
Required textbook:	Chaffey, D., Ellis-Chadwick, F. (2019). Digital Marketing. 7e. Pearson. ISBN-13: 978-1292241579 ISBN-10: 1292241578

Revised:	February 10, 2022

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

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 (Canvas). No hard copy or email submissions will be accepted.
4. 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).
5. 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%

Course Outline

	Topic	Assignment
1	Digital micro- and macro-environment	
2	Digital marketing strategy	
3	Digital media and the marketing mix	
4	Search engine optimization	Course Project Phase 1: Business, value proposition, customer.
5	Social media	Assignment 1: SEO
6	Paid Search	Assignment 2: Social Media
7	Content marketing	Assignment 3: Paid Search
8	Google Analytics	Assignment 4: Content Calendar
9	Metrics and Tracking	Course Project Phase 2: DM Channels
10	Testing and Experimentation	Assignment 5: KPIs
11	Email marketing	Assignment 6: Experimentation Plan

	Topic	Assignment
12	Digital Funnels	Assignment 7: Cold Email Copy
13	Campaign planning and budgeting	Course Project Phase 3: Completed Draft
14	Course Project Presentation	
15	Final Exam	