



Lincoln University

BA 351 – Digital Marketing COURSE SYLLABUS

Department of Business and Economics
Fall 2023

Credit:	3 units / 45 lecture hours
Instructor:	Dr. Alexander Anokhin
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Lecture Schedule:	Wed, 3:30 PM – 6:15 PM
Office Hours:	Mon - Thu, 11:30 am – 12:30 PM
Required textbook:	Chaffey, D., Ellis-Chadwick, F. (2019). Digital Marketing. 7e. Pearson. ISBN-13: 978-1292241579 ISBN-10: 1292241578

Revised: August 10, 2023

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, home assignments of various kinds, and course project work. 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 Canvas website only (Log in to lincolnuca.instructure.com with Lincoln email credentials to access). 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.
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.

Exams

The exams (midterm and final) will be conducted in a format of case studies. 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	15%
Project	25%
Midterm Exam	25%
Final Exam	35%

Course Outline

Date	Topic	Textbook	Assignment Due
Aug. 23	Introducing digital marketing	Ch. 1	
Aug. 30	Online marketplace analysis	Ch. 2	Assignment 1 - Online discussion: Digital transformation
Sept. 6	Digital macro-environment	Ch. 3	Assignment 2: Porter's five forces for digital.
Sept. 13	Digital marketing strategy	Ch. 4	Assignment 3: Online discussion: Macro-environment analysis
Sept. 20	Social media	Ch. 6, handouts	Assignment 4: Setting objectives for digital strategy
Sept. 27	SEO and paid search	Handouts	Review course material for midterm
Oct. 4	Midterm Exam		
Oct. 11	Content marketing	Handouts	
Oct. 18	Email marketing	Handouts	Assignment 5. Course project outline
Oct. 25	Metrics and Tracking	Handouts	
Nov. 1	Campaign planning and budgeting	Ch. 8	Assignment 6. First draft of course project presentation

Date	Topic	Textbook	Assignment Due
Nov. 8	Testing and Experimentation	Ch. 10	
Nov. 15	Course project presentation		
Nov. 22	Thanksgiving break		
Nov. 29	Course project presentation		
Dec. 6	Final Exam	Comprehensive	