



Lincoln University

BA 351 - Digital Marketing

COURSE SYLLABUS

FALL 2024

Instructor: Prof. Alexey Brudno
Lecture Schedule: Wednesday, 9:00 AM – 11:45 AM
Credits: 3 units (45 lecture hours)
Level: Mastery 2 (M2)
Contact information: e-mail: abrudno@lincolnuca.edu

Textbook: Chaffey, D., Ellis-Chadwick, F., (2019). Digital Marketing 7th Edition
Pearson. ISBN-13: 978-1292241579

*** previous editions of this book are okay too ***

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*

COURSE OVERVIEW

Digital age has brought with it a dramatic shift in marketing.

The abundance of online data empowers businesses with unparalleled customer-centricity, opening avenues for innovative distribution channels and flexible pricing strategies.

These shifts transcend mere tactical adjustments; they necessitate a fundamental re-examination of marketing approaches. In this course, students will understand the opportunities and challenges presented by the Internet to contemporary enterprises.

Additionally, the students will learn how to organize online marketing campaigns and harnessing data analytics to drive informed decision-making.

COURSE LEARNING OUTCOMES

Upon completion of the course students will be able to:

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

PROCEDURES AND METHODOLOGY

This is an online instruction course. Lecture method is used in combination with a supervised business case study. The emphasis will be on learning by doing assignments and quizzes 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 [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

REQUIREMENTS

Continuous assessment is emphasized. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the dates due.

Plagiarism will result in the grade "F" and a report to the administration.

ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

EXAMS

Both, midterm and final exams are structured as written true/false and multiple-choice questions that cover the theoretical material.

Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are neither "open book" nor "open notes." Cheating in exam results in immediate termination of the exam, grade "F" with ZERO points, and report to the dean.

SCORING

All activities will be graded according to the points as shown below.

The final grade for the course will be given as the total weighted score for all activities according to the percentage shown in the table below.

Grade	A	A-	B+	B	B-	C+	C	C-	D+	F
Points	94-100	90-93	87-89	84-86	80-83	77-79	74-76	67-69	60-66	0-59

The final grade for the course will be given as a weighted score for all activities.

Activity	Time	Percent
Attendance, Quizzes	During the course	20%
Midterm exam	According to schedule	35%
Final exam	According to schedule	45%
Total		100%

COURSE SCHEDULE

Class	Date	Topic	Book chapter
Lecture 1	08/28	DM fundamentals	Ch. 1
Lecture 2	09/04	DM micro-environment	Ch. 2
Lecture 3	09/11	DM macro-environment	Ch. 3
Lecture 4	09/18	DM strategy development	Ch. 4
Lecture 5	09/25	DM digital media	Ch. 5
Lecture 6	10/02	DM relationships	Ch. 6
Midterm exam	10/09	Midterm Exam	Chs. 1-6
Lecture 7	10/16	DM delivering the customer experience	Ch. 7
Lecture 8	10/23	DM campaign planning	Ch. 8
Lecture 9	10/30	DM communications	Ch. 9
Lecture 10	11/06	DM evaluation and improvements	Ch. 10
Lecture 11	11/13	DM and e-Government (G2G, G2C, G2B)	Special topic
Lecture 12	11/20	DM and AI	Special topic
Fall recess	11/26-30	Fall recess – no classes	
Final exam	12/4	Final Exam	Chs. 1-10, special topics
Final class	12/11	The course final grades and closing remarks	N/A

CHEATING AND PLAGIARISM

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to the following:

- a) plagiarism;
- b) copying or attempting to copy from others during an examination or on an assignment;
- c) communicating test information and/or solutions with another person during an examination;
- d) allowing others to do an assignment or portion of an assignment;
- e) using a commercial term paper service.

Penalties for cheating and plagiarism range from 0 or F on an assignment, through an F for the course, to expulsion from the university. Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Dean of Students, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action.

LETTERS OF RECOMMENDATION

Letters of recommendation will be provided upon request to students, who have completed all course requirements and received grade "A" for the course.

OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it - and what others get out of it.
- Please come on time. Late arrivals disturb everyone else.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- Questions and comments during the class are welcome. Do not hesitate to ask questions - do not leave anything unclear for you.

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in a classroom.

Last Modified: August, 2024