



# DIGITAL MARKETING

## DMKT400 — Digital Marketing, 3.0 hours

### PROFESSOR

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Cindy received her Ph.D. in Technology Management at Indiana State University, her Masters in Technical & Professional Communication from East Carolina University, and she earned her Baccalaureate Degree in English from Hilbert College.

Cindy has over 25 years of higher education teaching experience in management, project management, operations management, technology management, communication, and more. She has also developed over 30 new business courses, and she works extensively with prior learning assessment, as well as ePortfolio development and assessment.

For several years Cindy was a Technical Writer for Prentice Hall on a contractual basis, planning, writing and editing technical manuals and computer textbooks. She also worked periodically as a training consultant developing, planning and implementing specific software training seminars, leadership training, and planning facilitated meetings. She is a member of AAEEBL (The Association for Authentic, Experiential, and Evidence-Based Learning). As an association member, she is an Executive Co-Editor of The AAEEBL Review (AePR) Journal. She is also a member of Project Management Institute (PMI) and International Facilities Management Association (IFMA).

### CONTACT INFORMATION

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E-mail: [cstevens@lakewood.edu](mailto:cstevens@lakewood.edu)

Cell Phone: 800-517-0857 X 759

### ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

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All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing [info@lakewood.edu](mailto:info@lakewood.edu)

### BOOKS AND RESOURCES

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Debra Zahay, Mary Lou Roberts. *Internet Marketing: Integrating Online and Offline Strategies in a Digital Environment*. 4th ed. Cengage, 2023.

### EVALUATION METHOD

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Graded work will receive a numeric score reflecting the quality of performance.

Course Requirement Summary

- Assignments - Total of 160 Points
- Weekly discussion forums-Total of 80 Points
- Final Exam - 50 Points

# GRADING SCALE

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Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 290. To determine the final grade, the student's earned points are divided by 290.

Your overall course grade will be determined according to the following scale:

A = (90% - 100%)  
B = (80% - 89%)  
C = (70% - 79%)  
D = (60% - 69%)  
F < (Below 60%)

# ACADEMIC INTEGRITY/ PLAGIARISM:

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Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

# DISABILITY ACCOMMODATIONS

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Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: [disabilityservices@lakewood.edu](mailto:disabilityservices@lakewood.edu)

# SUPPLEMENTAL TEXTS

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You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- [https://www.mylakewoodu.com/pluginfile.php/118179/mod\\_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf](https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf)

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: [https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_formatting\\_and\\_style\\_guide/general\\_format.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html)

# LIBRARY

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Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at [modell@lakewood.edu](mailto:modell@lakewood.edu) or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

# SUPPORT

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Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2  
[info@lakewood.edu](mailto:info@lakewood.edu)  
[studentservices@lakewood.edu](mailto:studentservices@lakewood.edu)

# CAREER SERVICES

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Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2  
[careerservices@lakewood.edu](mailto:careerservices@lakewood.edu)

# LESSONS

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TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1	<ul style="list-style-type: none"><li>The Digital Marketing Landscape and Foundations</li><li>The Supply Chain Becomes A Value Ecosystem</li></ul>	Study Course Syllabus Read Chapters 1 & 2 Participate in the Discussion Forum Complete Assignment 1 Lesson Evaluation	Assignment 1 upon completion of the lesson	Objective 1
Lesson #2	<ul style="list-style-type: none"><li>Business Models and Strategies</li><li>Supporting the Digital Customer Journey</li></ul>	Read Chapters 3 & 4 Participate in the Discussion Forum Complete Assignment 2 Lesson Evaluation	Assignment 2 upon completion of the lesson	Objective 2
Lesson #3			Assignment 3 upon completion of the lesson	Objective 3

- Measuring and Evaluating Digital Marketing Programs
  - Developing and Maintaining Effective Online and Mobile Websites
- Read Chapters 5 & 6  
Participate in the Discussion Forum  
Complete Assignment 3  
Lesson Evaluation

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #4	<ul style="list-style-type: none"> <li>• Search Engine Marketing</li> <li>• Paid Search and Social Advertising</li> </ul>	Read Chapters 7 & 8 Participate in the Discussion Forum Complete Assignment 4 Lesson Evaluation	Assignment 4 upon completion of the lesson	Objective 4

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #5	<ul style="list-style-type: none"> <li>• Social Media Marketing as a Cornerstone of Strategy</li> <li>• Display and Mobile Advertising for Customer Acquisition</li> </ul>	Read Chapters 9 & 10 Participate in the Discussion Forum Complete Assignment 5 Lesson Evaluation	Assignment 5 upon completion of the lesson	Objective 5

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #6	<ul style="list-style-type: none"> <li>• Email Marketing to Build Consumer and Business Relationships</li> <li>• Content Marketing</li> </ul>	Read Chapters 11 & 12 Participate in the Discussion Forum Complete Assignment 6 Lesson Evaluation	Assignment 6 upon completion of the lesson	Objective 6

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #7	<ul style="list-style-type: none"> <li>• Demand Generation and Conversion in B2B Markets</li> </ul>	Read Chapter 13 Participate in the Discussion Forum Complete Assignment 7 Lesson Evaluation	Assignment 7 upon completion of the lesson	Objective 7

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #8	<ul style="list-style-type: none"> <li>• Customer Relationship Development and Retention Marketing</li> </ul>	Read Chapter 14 Participate in the Discussion Forum Complete Assignment 8 Complete the Final Exam Request the Next Course Lesson Evaluation THANKS FOR A GREAT CLASS	Assignment 8 Final exam upon completion of the lesson

## DESCRIPTION

This one of a kind course will help students build fundamental understanding of the tactics behind online media use including learning the rules imposed by institutions, government, and society.

Program Outcomes

1. Define and describe the digital ecosystem
2. Describe direct response and Internet marketing
3. Implement a social-media marketing plan
4. Describe mobile marketing techniques
5. Describe search-engine optimization (SEO)
6. Implement a paid advertising plan
7. Describe marketing considerations for mobile and websites
8. Discuss privacy and regulation issues around Course Details data collection

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