



DIGITAL MARKETING

DMKT400 — Digital Marketing, 3.0 hours

PROFESSOR

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

E-mail: cstevens@lakewood.edu
Cell Phone: 800-517-0857 X 759

ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

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

BOOKS AND RESOURCES

Debra Zahay, Mary Lou Roberts. *Internet Marketing: Integrating Online and Offline Strategies in a Digital Environment*. 4th ed. Cengage, 2013.

EVALUATION METHOD

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

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:

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

Students who may have a disability meriting an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. For accommodations to be awarded, a student must complete a form and provide documentation of the disability to the Disability Services Coordinator. Any accommodations for disabilities must be re-certified each year by the Disability Services Coordinator before course adjustments are made by individual instructors. Additional information on disability accommodations may be found in the Lakewood University Catalog.

SUPPLEMENTAL TEXTS

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

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

LIBRARY

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 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

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
studentservices@lakewood.edu

CAREER SERVICES

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

LESSONS

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1	<ul style="list-style-type: none">Internet and Mobile Marketing in the Digital EcosystemThe Supply Chain Becomes A Value EcosystemBusiness Models and Strategies	Study Course Syllabus Read Chapters 1, 2, 3 Participate in the Discussion Forum Complete Assignment 1 Lesson Evaluation	Assignment 1 upon completion of the lesson	Objective 1

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #2	<ul style="list-style-type: none">The Direct Response and Database Foundations of Internet MarketingSocial Media Marketing as a Cornerstone of StrategyExperiencing the Digital Customer Journey	Read Chapters 4, 5, 6 Participate in the Discussion Forum Complete Assignment 2 Lesson Evaluation	Assignment 2 upon completion of the lesson	Objective 2

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
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Lesson #3	<ul style="list-style-type: none"> • Display and Mobile Advertising for Customer Acquisition • Content Marketing 	Read Chapters 7 & 8 Participate in the Discussion Forum Complete Assignment 3 Lesson Evaluation	Assignment 3 upon completion of the lesson	Objective 3
TITLE Lesson #4	COURSE TOPIC <ul style="list-style-type: none"> • Email Marketing to Build Consumer and Business Relationships • Search Engine Marketing 	READINGS/ASSIGNMENTS Read Chapters 9 & 10 Participate in the Discussion Forum Complete Assignment 4 Lesson Evaluation	DUE Assignment 4 upon completion of the lesson	OBJECTIVES Objective 4
TITLE Lesson #5	COURSE TOPIC <ul style="list-style-type: none"> • PPC and Paid Social Advertising • Mobile Marketing 	READINGS/ASSIGNMENTS Read Chapters 11 & 12 Participate in the Discussion Forum Complete Assignment 5 Lesson Evaluation	DUE Assignment 5 upon completion of the lesson	OBJECTIVES Objective 5
TITLE Lesson #6	COURSE TOPIC <ul style="list-style-type: none"> • Demand Generation and Lead Conversion in B2B Markets • Customer Relationship Development and Retention Marketing 	READINGS/ASSIGNMENTS Read Chapters 13 & 14 Participate in the Discussion Forum Complete Assignment 6 Lesson Evaluation	DUE Assignment 6 upon completion of the lesson	OBJECTIVES Objective 6
TITLE Lesson #7	COURSE TOPIC <ul style="list-style-type: none"> • Developing and Maintaining Effective Online and Mobile Websites • Customer Service and Support in the Digital Era 	READINGS/ASSIGNMENTS Read Chapters 15 & 16 Participate in the Discussion Forum Complete Assignment 7 Lesson Evaluation	DUE Assignment 7 upon completion of the lesson	OBJECTIVES Objective 7
TITLE Lesson #8	COURSE TOPIC <ul style="list-style-type: none"> • Social and Regulatory Issues: Privacy, Security and Intellectual Property • Measuring and Evaluating Digital Marketing Programs 	READINGS/ASSIGNMENTS Read Chapter 17 & 18 Participate in the Discussion Forum Complete Assignment 8 Complete the Final Exam Request the Next Course Lesson Evaluation THANKS FOR A GREAT CLASS	DUE 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**

OBJECTIVES

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