
Lecture Time: Thursdays, 6pm-9pm  
Location: Southam Hall, 413  
Professor: Allison Burnett  
Office: TBA  
Email: allison_burnett@carleton.ca  
Office hours: Thursdays, 5-6pm, or by appointment  
TA: Mica Brdar

Course Overview

Course Prerequisites:  
Third-year standing and BUSI 2204 or BUSI 2208 (with a grade of C- or better). The Sprott School of Business enforces all prerequisites.

Calendar Description:  
Introduction and assessment of key new marketing tools and approaches, including Internet marketing, relationship marketing, social networks; effective adoption and implementation of these tools and approaches across industries and organizations.

Course Objectives:  
This course is designed to help students learn and to think critically about new advances in technology and their effects on marketing practices. Students also have the opportunity to explore a variety of emerging technologies and new marketing practices through the group assignments. Through this course, students will:

- Become familiar with several key frameworks and models that should be applied to digital marketing practices
- Become familiar with key resources & subject matter experts in various aspects of digital marketing
- Gain experience with assessing the appropriateness and evaluating the effectiveness of new marketing tools and approaches
- Gain experience with new marketing tools in a business context
- Obtain a Hootsuite certification
Basic Norms of this class:
Respect, Integrity, and Professionalism – the pillars that contribute to healthy learning environment and encourage exchange of ideas.

It is my belief that the classroom should be a positive, challenging, safe, and respectful learning environment. We all need to cooperate in order for this course to result in a positive experience. Therefore, please observe the following:

This course assumes that you have a good understanding of basic marketing principles, based on the requirement to have completed either BUSI 2204 or 2208. Therefore, class lectures and discussions will start from this foundation.

Students are expected to have completed the required readings prior to class. Class discussions will be much more interesting if you are prepared and able to contribute.

You are expected to attend class and be prompt. Please do not come to class late or leave early – neither behaviour is acceptable business practice.

If you have a laptop, please bring it to class. At a minimum, each team once formed will need access to a laptop and the internet for in-class group work.

Although we will be online during class, please refrain from emailing, texting, and calling your friends, or posting to social networks, unless it is part of an in-class exercise. Please turn off your mobile phone ringer – if you are expecting an emergency phone call, please notify me before class. Please be respectful and professional.

Attendance Policy
Marks will be given for in-class assignments and/or quizzes, and therefore attendance is strongly encouraged. Anyone missing one of these classes, who fails to inform me in advance, with a valid reason, will not be able to make up for the in-class assignment or quiz that they missed.

Attendance is also mandatory during the weeks when student groups are making presentations, or where we have a guest speaker. Attendance will be taken for these classes. Anyone missing one of these classes, who fails to inform me in advance with a valid reasons, will have their semester grade reduced by 2% for each occurrence.

If you are sick, please be prepared to present a valid doctor’s note.

Email Policy
I will endeavour to answer your emails within 24-36 hours. I will also not answer by email questions that have already been asked and answered in class. For technical assistance I encourage you to correspond with your classmates before contacting me.
Required Texts & Readings

Required textbook to purchase:

Required Readings:
In addition to the textbook readings, there will be articles, chapters, and/or sections from academic and practitioner journals, newspapers, websites and reports. All information needed to locate and download these readings is included in the weekly schedule of class topics & readings.

The following resources will be available at the library, or through the Carleton online Reserves system:


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<tr>
<th>Date</th>
<th>Class Topic</th>
<th>Readings</th>
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<tbody>
<tr>
<td>Jan 10</td>
<td>Class 1</td>
<td>Required textbook: Basics marketing 02 - Chapter 1</td>
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<td></td>
<td>Introduction &amp; Course overview</td>
<td>On Digital Marketing text book, Montana State University - Chapters 2 &amp; 3</td>
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<td>Digital marketing – introduction</td>
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<td>Technology adoption</td>
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<td>Assignments #1 &amp; 2 overview</td>
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<td></td>
<td>Group meet &amp; greet</td>
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<td>Iskold, A., Rethinking Crossing the Chasm, ReadWriteWeb.com, Aug 2007</td>
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<td>About Face 3: the Essentials of Interaction Design - Chapters 3 &amp; 5 (on reserves)</td>
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<td>Jan 17</td>
<td>Class 2</td>
<td>Required textbook: Basics marketing 02 - Chapter 5</td>
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<tr>
<td></td>
<td>Adoption Lifecycle</td>
<td>Ren, Y. et al; “Identity and Bond Theories to Understand Design Decisions for Online Communities”; Human-Computer Interaction Institute; Carnegie Mellon University; Pittsburgh, PA; 2006. Pittsburgh, PA 15213</td>
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<td></td>
<td>Target market identification &amp; persona building</td>
<td>Simonite, T.; “What Facebook knows”; Technology Review; MIT; June 2013</td>
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<td>Assignment #1: Blogs – Best Practices</td>
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<td>Assignment #2: Submit company you’ll be following and new marketing tool your team will be covering</td>
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<td>Group work (1) - presentations on Personas (3 groups)</td>
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<td>Jan 24</td>
<td>Class 3</td>
<td>Required textbook: Basics marketing 02 - Chapter 5</td>
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<td>Assignment #3: Twitter Overview</td>
<td>Ren, Y. et al; “Identity and Bond Theories to Understand Design Decisions for Online Communities”; Human-Computer Interaction Institute; Carnegie Mellon University; Pittsburgh, PA; 2006. Pittsburgh, PA 15213</td>
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<tr>
<td></td>
<td>Group work (2) - presentations on Communities (3 groups)</td>
<td>Simonite, T.; “What Facebook knows”; Technology Review; MIT; June 2013</td>
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<td>Jan 31</td>
<td>Class 4</td>
<td>Required textbook: Chapter 2</td>
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<td>Zero Moment of Truth</td>
<td>Lecinski, Jim (2011) Zero Moment of Truth, Google Inc. - Chapters 1-3 &amp; 6</td>
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<td>Search engine marketing</td>
<td>On Digital Marketing text book, Montana State</td>
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<td>Group work (3) – presentations on paid search (3 groups)</td>
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<td>Date</td>
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<td>Feb 7</td>
<td>Class 5</td>
<td>Websites and brand strategy&lt;br&gt;‘Traditional’ digital tools &amp; conversion: email marketing, banners, landing pages, the funnel&lt;br&gt;Balsamiq intro&lt;br&gt;Group work (4) – presentations on landing page (3 groups)</td>
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<td>Required textbook: Basics marketing 02 - Chapters 3 &amp; 4&lt;br&gt;Introduction to Adwords; Google.com – all sections (links) within the page</td>
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<td>Feb 14</td>
<td>Class 6</td>
<td>New Tools Presentations</td>
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<td>Feb 21</td>
<td>Reading Week</td>
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<td>Feb 28</td>
<td>Class 7</td>
<td>Mobile Apps &amp; Mobile web&lt;br&gt;Guest speaker (TBC)</td>
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<td>Lee, B., <a href="http://blogs.hBR.com/hbr_blogs/2012/08/marketing-is-dead.html">Marketing is Dead</a>, HBR Blogs, Aug 09, 2012</td>
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<tr>
<td>Mar 7</td>
<td>Class 8</td>
<td>Mobile Apps &amp; Mobile web (cont’d)&lt;br&gt;Group work (5) – presentations on apps (3 groups)</td>
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<td>Required textbook: Chapter 6</td>
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<td>Silva, C., <a href="http://blog.altimetergroup.com/make-an-app-for-that-mobile-strategies-for-retailers/">Make an app for that: Mobile strategies for retailers</a>, Altimeter Group, Feb 2012</td>
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<td>Klein, D., <a href="http://www.adobeinspiremagazine.com/blog/mobile-marketing/mobile-websites-vs-mobile-apps">How to decide: Mobile websites vs mobile apps</a>, Adobe Inspire Magazine, Feb 2012</td>
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<tr>
<td>Mar 14</td>
<td>Class 9</td>
<td>Privacy, &amp; Personal Information &amp; Protecion Electronic Document Act (PIPEDA)&lt;br&gt;Ethical considerations&lt;br&gt;Guest speaker (TBC)</td>
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<td>Required textbook: Chapter 8</td>
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<td><a href="http://www.pipeda-act.ca/">Personal Information &amp; Protection Electronic Document Act</a></td>
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<th>Date</th>
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| Mar 21 | Class 10               | Required text: Basics marketing 02, Chapters 4 & 7  
To familiarize yourself with Google Analytics (GA), watch this nine minute video:  
http://www.youtube.com/watch?v=_qfG2d9etvk |
| Mar 28 | Class 11               | Convergence, Contradiction, & Collaboration (Chapter 15) - PDF download  
| Apr 02 | Class 12               | Presentations: Tools Execution  
Review & final exam prep |

### Evaluation Components

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<tr>
<th>Component</th>
<th>% Total</th>
<th>Breakdown</th>
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| Assignment #1: Blog & content development           | 15%     | 2 blog posts = 5 marks each  
Participation = 5 marks                               |
| Assignment #2: New Tools / Approaches Briefing & Implementation | 25%     | Report = 10 marks  
Presentation = 5 marks  
Handout = 5 marks  
Execution of tool & presentation = 5 marks            |
| Assignment #3: Social media practicum (Hootsuite)   | 20%     | See assignment overview                                                  |
| Assignment #4: Event participation                  | 10%     | Participation: 5 marks  
Write-up: 5 marks                                       |
| In-Class exercises                                  | 10%     | 2 in-class assignments / presentations  
5 marks each                                            |
| Final exam                                          | 20%     |                                                                           |
Overview of Formal Assignments

To accomplish the course objectives several learning methods are utilized. You are strongly encouraged to participate in class discussions, which are the best vehicle to practice expressing your ideas in front of others and allow others to benefit from them. Short cases, videos, and/or other exercises may be integrated into the course lectures and discussions to illustrate the main points of the course and help you comprehend their practical application. Group assignments will allow you to gain experience planning and implementing online advertising campaigns as well as using evaluation tools you will have to tailor to the topic at hand. A group presentation will assist you to develop your presentation skills further and gain confidence speaking in front of colleagues. A final examination will help you consolidate the knowledge acquired throughout the course. Assignments will be handled as follows:

Assignment 1: Blog creation & posting

Students will be asked to form teams in the first class. For this assignment, your group will be required to create a blog using Wordpress, for specific use for this course. You must submit your blog URL to the professor before the beginning of class on week 2.

Starting in week 3, each student on your team will be responsible for submitting two blog posts - one blog post before reading week and one after reading week. Each group must have at least one blog post uploaded each week – so you will need to work together on developing a publishing schedule for your blog. Your schedule will be due in class by the end of Class #2.

Each post must reflect the learnings from the required readings from that week and incorporate supplemental reading or research. For example, you could write about a case study that is related to the topics being discussed that week. A post could also be related to the company that you choose to profile for your in-class assignments, in relation to the week’s readings.

You will also receive marks for commenting on the blog posts of your classmates. You must comment on two posts each week, including the week when you post a blog. You will therefore be commenting on ten weeks of posts (twenty comments in total).

Blog posts must be uploaded by end of day, Wednesday, so that other students in the class have an opportunity to read and comment on blog posts. Come to class prepared to discuss your blog post with the class.
Further details on this assignment, and all subsequent assignments in the outline, can be found on cuLearn, on our course website. We will also cover each assignment in detail in class.

**Assignment 2: New Tools Briefing**

Your research team you will need to choose a company, and a product or service that they offer, from Dragon’s Den or Springwise.com (note that this company and product or service will also be used for your in-class assignments).

Your team will also select a new marketing tool or concept that is appropriate for your company.

**Part 1: Tool Overview**

You will be required to prepare and **8-10 page report**, and deliver a **15-20 minute presentation** to the class that provides an overview of your tool, and how your company could leverage it. Every group member must present. The presentation must include a (minimum) one page student handout that summarizes your research findings. Be creative with your handout – **think infographic**.

**Part 2: Tool Execution**

For part two of your assignment, you will actually leverage the tool you have profiled and create an actual execution of it for your company, which you will then present to the class.

Full details on assignment can be found on our course website.

**Assignment 3: Social media practicum**

For assignment three, you will be required to set up a Hootsuite account and to successfully complete the three levels of Hootsuite University exams, in order to obtain your Hootsuite certification. From this account, you will also be asked to complete a series of tasks to familiarize yourself with this social media tool, and to broaden your knowledge of the digital marketing space. The tasks will make use of Hootsuite, Twitter, LinkedIn, and other social media channels. Full details on assignment can be found on our course website.
Assignment #4: Event participation

You will be required to sign up for one external digital marketing event taking place during the semester in the Ottawa region. Your event submission is due by week 3. At the event you’ll be asked to tweet live using our course hashtag - #busi3204 and to share highlights of the event via other social media channels. You will also be required to submit a 1 page (single sided, single spaced) summary of the event and share the key takeaways you learned.

In-Class Exercises & Quizzes

Our weekly lectures will be active learning sessions. Your research team will be required to complete several in-class assignments and present your results at the end of class.

Marks will be given for how well each team demonstrates their understanding of the material, the breadth and depth of their insights, and how well they have applied the material to their case study. Content structure and proper grammar and spelling will also be important.

Final Exam

This course has a final exam, which will be held during the formal exam period; April 13-27, 2013, for winter term courses. The final exam will cover the entire semester and can include material covered in readings, lectures and group presentations. Multiple choice, short answer (2 to 3 sentences) and case study with essay answer (1 to 2 pages) questions are typical on the final exam; more details pertaining to the final exam format will be shared towards the end of the semester. The exact date, time and location of the exam will also be announced later in the term. Students are strongly advised to take final exam dates into consideration prior to making any travel arrangements. A grade of 50% or better on the final exam is required in order to pass this course.

General Information on Assignments

Please note that any assignments are due at the beginning of class on the day they are due. Once the lecture starts, your assignment is late – if you are handing in late, please wait until the break. Late assignments that are handed in the day of class lose 5% (ie. after the start of class). After that day, assignments will not be accepted. Note that I am not on-campus outside of this
course and outside of my office hours; as such, you cannot drop off assignments at my office outside of my office hours.

Students who are not able to contribute to a group project due to certified illness will have the weight of the assignment added to their final examination, upon provision of the appropriate documentation at least two weeks before the final examination.

Medical certificate

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form. [http://www2.carleton.ca/registrar/forms/](http://www2.carleton.ca/registrar/forms/)

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. You will be assigned one or more group tasks/assignments/ projects in this course. If you have a group assignment you may find the resources at [http://sprott.carleton.ca/academic_programs/groupwork](http://sprott.carleton.ca/academic_programs/groupwork) useful. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Group work does NOT consist of dividing the assignment up into parts that may be completed by individuals and then throwing those parts together into one document. That is why a certain portion of the marks for each assignment are dedicated to how the assignment reads; it should flow as one piece of writing, not a collection of individual styles. Since you are considered to be working on the entire assignment together, you are all jointly and individually responsible for any infractions of academic integrity. This means that if one of you plagiarizes or fails to cite sources, all of you will receive the same penalty. You do not have recourse to the excuse that you personally did not complete that portion of the assignment – this is GROUP work.

Peer evaluations may be distributed at the end of class, and can influence your marks for your group assignments.
Use of the Course Website
The course website, CU-Learn, runs under the course management system and contains all the pertinent course information. This site will be the primary source for course announcements and distribution of materials including assignments, supplemental readings, etc. All in-term grades will be posted to as soon as they become available. In case of class cancellation due to inclement weather, an announcement will be posted on the course site as soon as possible.

Required calculator in BUSI course examinations
If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Academic Accommodations for Students with Disabilities
The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your Letter of Accommodation at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (if applicable).

Religious observance
Students requesting academic accommodation on the basis of religious observance should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory academic event. Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student. Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of
holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

**Pregnancy**
Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

**Plagiarism**
The University Senate defines plagiarism in the regulations on instructional offenses as: "to use and pass off as one's own idea or product work of another without expressly giving credit to another." Borrowing someone else's answers, unauthorized possession of tests or answers to tests, or possession of material designed in answering exam questions, are also subject to university policy regarding instructional offences. For more information on Carleton University's Academic Integrity Policy, consult:

http://www1.carleton.ca/studentaffairs/academic-integrity/

**Important Dates & Deadlines – Winter Term 2013**

**January 7, 2013**
Winter-term classes begin.

**January 18, 2013**
Last day for registration for winter term courses.
Last day to change courses or sections for winter term courses.

**January 31, 2013**
Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment.

**February 1, 2013**
Last day for receipt of applications for admission to the Bachelor of Architectural Studies and the Bachelor of Social Work degree programs for the 2013-14 fall/winter session.
February 15, 2013
March 1, 2013
March 8, 2013
March 27, 2013
March 29, 2013
April 1, 2013


February 15, 2013
April examination schedule available online.

February 15-23, 2013
Fall-term deferred examinations will be written. Examinations are normally held in the day and evening during the Monday to Saturday period. In exceptional circumstances, it may be necessary to schedule an examination on a Sunday.

February 18, 2013
Statutory holiday. University closed.

February 18-22, 2013
Winter Break, classes suspended.

March 1, 2013
Last day for receipt of applications from potential Spring (June) graduates.
Last day for receipt of applications to the Bachelor of Humanities, Bachelor of Industrial Design, Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, and the Bachelor of Music degree program for the 2013-2014 fall/winter session.
Last day for receipt of applications for admission to a program for the 2013 summer terms.

March 8, 2013
Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.

March 27, 2013
Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).

March 29, 2013
Statutory holiday. University closed.

April 1, 2013

Last day for receipt of applications for admission to a program (except Bachelor of Architectural Studies, Bachelor of Humanities, Bachelor of Industrial Design, Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, Bachelor of Music, and Bachelor of Social Work, for the 2013-2014 fall/winter session, from candidates whose documents originate outside Canada or the United States.

April 10, 2013
Winter term ends.
All classes follow a FRIDAY schedule.
Last day of fall/winter and winter-term classes.
Last day for academic withdrawal from fall/winter and winter-term courses.
Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.

April 11-12, 2013
Review period. No classes take place.

April 13-27, 2013
Final examinations in winter term and fall/winter courses may be held. It may be necessary to schedule examinations during the day for classes held in the evening and vice versa. In exceptional circumstances, it may be necessary to schedule an examination on a Sunday.

April 16, 2013
Winter Co-op Work Term Reports are due.

April 27, 2013
All take home examinations are due on this day.