



BUSI 3204 B
Marketing: New Tools and Approaches
Winter 2019

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Professor: Dr. Lindsay McShane

Office: 918 DT

Office Hours: By appointment

Class: Fridays 8:35am to 11:35pm, Residence Commons 214

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COURSE DESCRIPTION FROM UNDERGRADUATE CALENDAR:

Introduction and assessment of key new marketing tools and approaches, including Internet marketing, relationship marketing, direct marketing; effective adoption and implementation of these tools and approaches across industries and organizations.

COURSE PREREQUISITES:

BUSI 2204 or BUSI 2208 (with a grade of C- or better).

The Sprott School of Business enforces all prerequisites.

COURSE OBJECTIVES:

This course is designed to help students learn and think critically the field of digital brand management. Our focus this semester will be on:

- ❑ Understanding digital brand management from a variety of perspectives including brand storytelling, content management, analytics.
- ❑ Understanding the diversity of new tools in marketing (e.g., consumer engagement, consumer insights, relationship-building, storytelling, curating, monitoring, etc.) and how they can be integrated into brand management strategy
- ❑ Creating, maintaining and monitoring a digital brand-management strategy for a local small business or non-profit group
- ❑ Learning and practicing professional consulting skills

REQUIRED RESOURCES:

There are no texts to purchase. Readings and Webinars will be posted to CUlearn on an as needed basis through the term.

COURSE NORMS:

Use of cuLearn

This course uses cuLearn, Carleton’s new learning management system. To access your courses on cuLearn go to <http://carleton.ca/culearn>. For help and support, go to <http://carleton.ca/culearn/students>. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via email at ccs_service_desk@carleton.ca.

The course cuLearn website 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. Grades will be posted to cuLearn as soon as they become available. In line with Sprott policy, it is your responsibility to check your grades by clicking on ‘Grades.’ In case of class cancellation due to inclement weather, an announcement will be posted on cuLearn as soon as possible.

Email Policy

In keeping with Carleton University policy, your @cmail or @carleton email account must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). Please be aware that I do not respond to student emails over the weekend. During the week I will endeavor to answer your emails within 48 hours; you should not expect an immediate response. I will also not answer by email questions that have already been asked and answered in class. Please use the cuLearn course Forum to ascertain whether your classmates can assist you.

Cellular Phone Usage

The use of cellular phones is not permitted in this class. It is disruptive to the professor and other class members. If you carry a phone to class, please make sure it is turned off. If an emergency situation requires you to keep your cell phone turned on, please discuss this with the instructor prior to the class.

EVALUATION CRITERIA:

The evaluation criteria are summarized as follows:

1. Class Contribution		10%
2. Digital Branding Challenges		20%
3. Personal Branding Assignment		25%
4. Group Project Report		
Proposal	5%	
Final Report	25%	
Presentation	15%	<u>45%</u>
Total		100%

1. Class Contribution:

This portion of the course will assess the quality of your in-class contribution over the course of the term with the exception of the two weeks allocated to Social Media Challenges (participation in these two Social Media Challenges is assessed separately).

This might include presenting a point of view, providing examples from outside reading or experience, drawing conclusions, or asking insightful questions. Questions and comments during guest speaker sessions and final project presentations will be especially valued. Simply coming to class will earn no class contribution marks as it is not an attendance mark. The quality of the course will be directly related to the quality of the in-class contributions, so please make every effort to share your thoughts, ideas, comments and questions with the class.

*As noted, this is not a grade for attendance. However, the two weeks set aside for the in-class group project presentations at the end of the term are mandatory. A penalty of 2% will be assigned for missing a mandatory class. This will be applied to the class contribution portion of your course grade.

2. Digital Branding Challenges

Over the course of the term we will have *two* in-class Digital Branding Challenges. Both challenges involve working in a team for a portion of the class, presenting your ideas to the class at the end of the work period. For **one** of the two challenges (you can choose which one) you will also submit a brief individual report. **This report is due before the start of class following the Digital Branding Challenge that you have chosen. It needs to be submitted via cuLearn dropbox.** The grade breakdown will be as follows: 3% for each of the in-class sessions (including the presentation) and 14% for the report. Details to follow in class.

3. Personal Branding Assignment

This assignment requires you to engage in both a critical analysis of your current online presence and a thoughtful reflection on your desired online brand. Drawing on both of these stages, you'll then need to develop an overall strategy and specific tactics for bringing your brand narrative to fruition. Be sure to see the assignment description on cuLearn for important details. **The assignment is due March 3 by 11pm EST via cuLearn dropbox.**

4. Group Project Report (aim for groups of 4-5):

As part of the course, you will find a small business or not-for-profit organization to work with. The goal of this assignment is for your group to design, implement, manage and monitor a social media campaign on behalf of that partner. You will also audit your community partner's existing social media presence. Based on insights drawn from your audit and campaign, you will develop a social media plan for your organization going

forward. You will be reporting your results back to the firm or organization.

You are free to choose any small business or not-for-profit to work with, but be aware that you will need to have access and permission to run the campaign on their behalf. Once you have found an organization/firm to work with, prepare a short proposal containing your group members' names, a brief description of the organization/firm, contact information, and a brief outline of the campaign you will run, including its objectives. For more information on the recommended contents of your proposal, see the assignment description on cuLearn.

You should make two copies of your final report: 1) a professionally designed and bound copy for the organization you work with; and, 2) a copy for the professor to grade. Your group may decide on the contents and length of the report, but remember to keep it succinct and to the point. The report will be due to the professor in hard copy format on **Tuesday, April 9th between 10am and noon**. Please be aware that I will be contacting your partner organization to ensure that they have received their copy of your report by that date and time. *Please note - it is mandatory to submit the assignment to your partner organization in order to receive a grade on the final project.*

Each group will present their group project to the class for feedback and suggestions prior to handing in their final written report. You are encouraged to invite someone from your host company/organization to attend the presentation and give you feedback. The group should decide how best to present the material – you are encouraged to keep your presentation lively and include the opportunity for audience feedback. A grading rubric for the presentation will be posted on the course cuLearn site.

AN IMPORTANT NOTE ON GROUP ASSIGNMENTS:

The intent of having group assignments is to provide an opportunity for students to gain hands-on practice with the skills and concepts we will be covering in class in a setting that more closely approximates the workplace. 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 is 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. Please keep this in mind as you complete the Academic Integrity Declaration. Sprott has a number of resources available to help you manage your group process. You can find them here: <http://sprott.carleton.co/students/undergraduate/bcom/group-work-resources/>

LATE PENALTY:

All assignments are due at the beginning of class. Once the lecture starts, your assignment is late. It is extremely rude to interrupt the lecture to hand your assignment in; wait until the break. Late assignments are penalized at the rate of 5% of the value of the

assignment per day (e.g., an assignment worth 15 marks will be penalized 0.75 marks per day). This includes the first day. If you hand your assignment in after the lecture begins, you will lose 5%. Do NOT slide your assignment under the professor's office door – this will result in a grade of 0 for the assignment. If your assignment is late, you must make arrangements to deliver the assignment to the professor at a time that is mutually convenient. The staff in 810 DT will NOT accept assignments, nor will I make a trip to campus just to pick up your late assignment.

INABILITY TO COMPLETE AN ASSIGNMENT DUE TO ILLNESS:

Students who cannot contribute to the group project due to certified illness will be dealt with according to the provisions of your Group Contract. Please be sure that you contribute to and are aware of the provisions outlined in your group's contract.

Students who cannot hand the individual journal in by the assigned deadline due to certified illness may have the deadline extended, depending on the contents of the doctor's note. **Please ensure that your medical practitioner includes a date by which s/he expects you to be able to return to your studies along with an estimate of the extent of time during which you were unable to attend to your studies.**

CLASS SCHEDULE:

*Please note that the specific topics listed are tentative and may change between now and the front end of the semester.

**Please note: Guest speakers may be added to the schedule at the beginning of the term

Session /Date	Topics
1 Jan. 11	Course Overview Introduction to Branding and Digital Brand Management
2 Jan. 18	The Social Brand: Brand Voice, Personality, Relationships Brand Storytelling Brand – Transition to Experience Design
3 Jan. 25	Content Management Process and Content Calendars <i>*Guest Speaker</i>
4 Feb. 1	Personal Branding Online Why, What, How, When and with Who do we share
Group Project Proposals Due	
5 Feb. 8	Digital Branding Challenge #1
6 Feb. 15	Web Design Digital Branding Challenge Report #1 Due <i>* Guest Speaker</i>
7 Feb. 22	Reading Week
8 March 1	Social Media Advertising - emerging models (paid, owned and earned) Facebook Advertising An Introduction to Google Adwords and Search Engine Optimization Personal Branding Assignment (due Mar. 3 by 11pm on CULearn)
9 Mar. 8	Digital Branding Challenge #2
10 Mar. 15	Brand Management and Analytics Digital Branding Challenge Report #2 Due

11 Mar. 22	Brand Management and Analytics (continued) Social Media Policies Course Wrap Up
12 Mar. 29	Group Project Presentations
13 Apr. 5	Group Project Presentations
Tuesday Apr. 9	Final Group Projects Due (hard copy)* Please submit your hard copy to the professor in her office (DT918) between the hours of 10am and noon.

** The final project is due on Tuesday, April 9. This date allows for all groups, even those presenting on the last day, to incorporate feedback from the presentation into their final report for both the professor and the partner organization.*

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

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

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. Your professor may assign one or more group tasks/assignments/projects in this course. 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.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:
WDN = Withdrawn from the course
DEF = Deferred

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure in the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Requests for Academic Accommodation

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website:

carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website:

carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC 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 your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

<https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

Sprott Student Services

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you're having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/support-services/>

Be in the know with what's happening at Sprott: Follow @SprottStudents and find us on Facebook SprottStudents Sprott.

Important Information:

- Students must always retain a hard copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, it would be easier to respond to your inquiries if you would send all email from your Carleton account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>
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