



Carleton
UNIVERSITY

SPROTT
SCHOOL OF BUSINESS

CARLETON UNIVERSITY
SPROTT SCHOOL OF BUSINESS
BUSI 3204 A
2020-2021/FALL SEMESTER
DIGITAL MARKETING
LAST UPDATED: 27 AUGUST 2020

Instructor: Dr. Leighann Neilson

Office: 913 DT (Note: Due to Covid 19 I will be working from home. Please email me if you need to reach me.)

Office Hours: TBA

Email: leighann.neilson@carleton.ca

Phone Number: N/A

My Digital Portfolio: <https://www.drleighanncneilson.com/>

TA: TBA

Office Hours: TBA

Email: TBA

Modality: *Online (_36_ hrs asynchronous and/or _0_ hrs synchronous)

Course Meets: Fridays, 11:35 a.m. to 2:25 p.m.

Pre-requisites & precluded Courses: BUSI 2204 or BUSI 2208 with a grade of C- or higher.

Course Calendar description from the 2020/2021 University 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.

Learning Outcomes:

This course is designed to help students learn and think critically about 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
- Learning and practicing personal brand management.

Reading(s)/Textbook(s)/Required Materials (incl. technical requirements):

There are no textbooks to purchase. Readings and case study materials are accessible through the Carleton University library at no additional cost to you. Links to webinars and other materials freely available online will be posted to CULearn.

The required case study is: *Kobe Influencer Marketing: Building Brand Awareness Via Social Media*. Singapore Management University Case No: SMU551. NOTE: This case is available through the library at no charge to you – do not purchase it.

To access materials placed on reserve for this course, login to cuLearn and select this course. Look for the ‘Library Reserves’ block on the right hand side. Click on ‘view course in Ares’. Locate the case study and/or readings in the list of items put on reserve. Click ‘view item’. If you are accessing the system from off-campus, you will be asked to login using your MyCarletonOne credentials. Once you have done this, you should have access to the readings.

COURSE NORMS:

Use of cuLearn

This course uses cuLearn, Carleton’s 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 Information Technology Services (ITS) by phone at 613-520-3700 or via email at its.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. You will upload most of your assignments through cuLearn. 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.’

Email Policy

The best way to reach the professor is by email. **Please be sure to indicate BUSI 3204A in the subject line, so that I will know which of the classes I’m teaching you are taking.** In keeping with Carleton University policy, your @cmail email account must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). I do not respond to student emails over the weekend. During the work

week I will endeavor to answer your emails within 48 hours; you should not expect an immediate response. **Please note** that I access the Internet by satellite from a rural area in Canada. That means if there is inclement weather (heavy rain, high winds, freezing rain or snow), it is likely that I won't be able to connect. If you have not had a response from me within 48 hours, this is most likely the reason. Please contact the TA or use the cuLearn course forum (discussion board) to ascertain whether your classmates can assist you.

METHODS OF EVALUATION:

The evaluation criteria are summarized as follows:

1. Digital Marketing Certifications - Individual (35%)	
• Google Analytics Individual Qualification Certificate	10
• Hubspot Social Media Marketing Certificate	5
• Twitter Flight Deck Video Badge	5
• Hubspot Inbound Certificate	5
• YouTube: Create Great Content	5
• YouTube: Get Insights with YouTube Analytics	<u>5</u>
	35
2. Digital Portfolio - Individual (45%)	
• Creation of a digital portfolio	15
• Completion of LinkedIn profile	5
○ Completion of LinkedIn Learning course	5
• Introduction Video	10
• Personal Reflection	<u>10</u>
	45
3. Influencer Marketing Communications Plan – Group (20%)	
• Written report (see grading rubric for breakdown)	<u>20</u>
Total	100

1. Digital Marketing Certifications – Individual

Working at your own pace, you should complete the online courses noted above and take the associated examinations. Once you have passed the courses, download the certificate of completion. You can then upload this certificate through cuLearn as proof that you have completed these assignments. Links to the courses are provided on cuLearn.

If you have previously completed some of these certifications, and your certificate is still valid, go ahead and upload it. If you have considerable work experience and feel you would like to just take the exam and not bother with the course, some of these courses allow for that. Please read the instructions carefully. In some cases, if you ‘challenge for credit’, you are only allowed one attempt to pass the exam (rather than the standard two attempts).

The deadline for submitting your certificates of completion is December 4, 2020 at 11:55 p.m., Ottawa time. However, I recommend that you complete the courses well before then, so that you may apply what you learn to the other course assignments.

2. Digital Portfolio – Individual

In order to demonstrate your digital branding skills, you will create a digital portfolio for yourself. The idea is to use your digital portfolio as a platform to launch your career, incorporating information about your work experience and skills, and highlighting projects you have completed during your studies that demonstrate your abilities. We will discuss this more as part of the recorded lectures and additional instructions will be posted on cuLearn.

As part of populating your portfolio, you should link to your profile on LinkedIn. This, of course, means that you need to have a profile. You should also pick a LinkedIn Learning course that interests you, complete it, and post about it on LinkedIn. You will also be required to produce a short video introducing yourself. Information about creating a video using just your smart phone will be provided on cuLearn.

The personal reflection component of the assignment should be completed separately from the digital portfolio and uploaded via cuLearn. Please see cuLearn for a more complete assignment description. **The deadline to submit your personal reflection with the URL for your digital portfolio is December 4, 2020 at 11:55 p.m., Ottawa time.**

3. Influencer Marketing Communications Plan – Group

As part of a group, you will work on an influencer marketing communications plan for the business being discussed in the case study entitled *Kobe Influencer Marketing: Building Brand Awareness Via Social Media*. The professor will assign students to groups once the course add/drop date has passed (September 23, for fall 2020). To assist you to coordinate your group efforts, links to group resources have been posted to cuLearn, along with a more complete description of the assignment. **The deadline to upload your group project, along with the Declaration of Academic Integrity, is December 4, 2020 at 11:55 p.m., Ottawa time.** Only one person per group needs to upload the report. Email any peer evaluations directly to the Professor by the same deadline.

Course Schedule:

WEEK	TOPIC	READINGS	DELIVERABLES
1 SEPT 11	<ul style="list-style-type: none"> • Course Introduction 	See Assignment Description and/or cuLearn	
2 SEPT 18	<ul style="list-style-type: none"> • Review of Branding Basics • Personal Branding 		
3 SEPT 25	<ul style="list-style-type: none"> • Digital Portfolios • Individual Reflection Component 		Groups will be assigned after 23rd
4 OCT 2	<ul style="list-style-type: none"> • Web Design Tips • Video Introduction/Elevator Pitch 		Group Contracts due
5 OCT 9	<ul style="list-style-type: none"> • Content Marketing • YouTube Policies 		
6 OCT 16	<ul style="list-style-type: none"> • Social Media Marketing -- Advertising 		
7 OCT 23	<ul style="list-style-type: none"> • Time to work on your digital certificates 		
OCT 30	BREAK WEEK – NO CLASSES		
8 NOV 6	<ul style="list-style-type: none"> • Influencer Marketing 	See Assignment Description and/or cuLearn	
9 NOV 13	<ul style="list-style-type: none"> • Social Media Marketing -- Analytics 		
10 NOV 20	<ul style="list-style-type: none"> • Group Work Time 		
11 NOV 27	TBA		
12 DEC 4	TBA		FINAL DATE TO SUBMIT ALL ASSIGNMENTS

ADDITIONAL INFORMATION

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 Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

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

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 on 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/>.

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 are 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/learning-support/>

* Note that the office is physically closed. However, e-drop in is available between 8:30-4:30 until social distancing requirements are updated by the Province

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

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, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>
-