



Digital Marketing

BUSI3204 – Section A

FALL 2024

Instructor:	Dr. Dora (Yun) Wang
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Office:	6034 Nicol Building
Office Hours:	By appointment
TA:	TBD
Office Hours:	TBD
Email:	TBD
Modality:	IN-PERSON
Class Time:	Fridays (11:35pm-2:25pm, EST)

LAST UPDATED ON JULY 30, 2024

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

Course Calendar Description ([from the 2024/2025 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.

Course Description:

Since the introduction of the internet, business, communications, marketing, and society have changed. You will explore and analyze the opportunities this rapidly changing environment has created for both marketers and entrepreneurs – including new ways to build businesses, promote brands, connect with and reach customers, and create customer value. We'll learn how digital marketing efforts are crucial for businesses of every size and budget and learn how to use many of these digital marketing tools popular among businesses. Topics covered include starting an online business, implementing e-commerce infrastructure and logistics, and developing an e-marketing plan. Special attention will be given to marketing tactics such as website design, email marketing, mobile marketing, search engine optimization, building online communities, researching online consumer behavior, nurturing user-generated content and harnessing the power of social media.

From this course, students will take away a core understanding of how to create and incorporate a strategic and measurable digital marketing strategy. The course is constructed on the principle of the student as an “active learner,” where the student takes the responsibility for their own learning and works collaboratively with peers aiding in their learning. As part of this, every class has discussions in which everyone is expected to participate. Naturally, student projects, assignments and other activities will use digital marketing tools.

Drop Course Policy

The deadline for academic withdrawal follows the dates prescribed by Carleton University: <https://calendar.carleton.ca/academicyear/>

Learning Outcomes:

Upon successful course completion, you will be able to:

- Describe what digital marketing and e-commerce are and the specific value they can add to an organization.
- Explain the basic steps in a typical digital marketing process and their application to real business situations.
- Understand different digital marketing tools.
- Understand the skills and careers in digital marketing and e-commerce.
- Explain how to design and conduct a successful digital marketing campaign.
- Explain the key components, frameworks, and methods used in digital marketing strategy.
- Design, execute, document, and critique a comprehensive digital marketing strategy for a real organization.
- How to write an effective digital marketing strategy plan.

Reading(s)/Textbook(s)/Required Materials

For this course, students will be required to obtain the following FREE textbook:

Title: DIGITAL MARKETING STRATEGY, by Pierre-Yann Dolbec.

<https://opentextbooks.concordia.ca/digitalmarketing/>

In addition to the required textbook, reference articles may be provided with links available on Brightspace.

We will also use various other technologies and sources.

- Google Analytics: <https://analytics.google.com/analytics/academy/>
- HubSpot Academy <https://academy.hubspot.com>
- Google Digital Garage - Fundamentals of Digital Marketing Certification - <https://learndigital.withgoogle.com/digitalgarage>

- Hootsuite's Student Program - Social Marketing Certification - <https://education.hootsuite.com>
- Digital Marketing Institute Partner Portal - <https://portal.digitalmarketinginstitute.com/auth/register>
- Digital Marketing Institute's Definitive GDPR Checklist for Marketers - <https://digitalmarketinginstitute.com/blog/the-definitive-gdpr-checklist-for-marketers>
- HubSpot Inbound Marketing Program - Inbound Marketing Certification - <https://academy.hubspot.com/courses/inbound-marketing>
- How Google Search Works - <https://support.google.com/webmasters/answer/70897?hl=en>
- Definitive Guide to On-Site SEO - <https://backlinko.com/on-page-seo>
- LinkedIn Learning: <https://students.carleton.ca/services/linkedin-learning/> . Set up your LinkedIn Learning Account.
- SEMRush - <https://www.semrush.com>
- The Hoth SEO Audit Tool - <https://www.thehoth.com/seo-audit-tool/>
- Moz's Beginner's Guide to SEO - <https://moz.com/beginners-guide-to-seo>
- Moz's Learn SEO - <https://moz.com/learn/seo>
- HubSpot's Ultimate Guide to SEO 2024 - <https://blog.hubspot.com/marketing/seo>
- HubSpot's Ultimate Guide to Content Marketing 2024 - <https://blog.hubspot.com/marketing/content-marketing>
- How To Write The Best Google Ads Copy - <https://unbounce.com/ppc/write-best-google-ads-copy/>
- HubSpot's Ultimate Guide to Email Marketing - <https://blog.hubspot.com/marketing/email-marketing-guide>

Course Norms:

Use of Brightspace: This course uses Brightspace, Carleton’s new learning management system. To access your courses on Brightspace go to <https://brightspace.carleton.ca/>.

For help and support, go to <https://carleton.ca/brightspace/students/>. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via email at its.service.desk@carleton.ca.

The course Brightspace 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 Brightspace 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 contact the professor is to send her an email. Please be sure to indicate “BUSI 3204” in your email’s subject line, so that I will know which of the classes I’m

teaching you are taking. In keeping with Carleton University policy, your @email accounts must be used for any inquiries which involve confidential student information (e.g., about grades or health issues). The professor does not respond to student emails over the weekend. During the week the professor will endeavor to answer your emails within 48 hours; you should not expect an immediate response. She will also not answer by email questions that have already been asked and answered in class. Please use the Brightspace course Forum (discussion board) to ascertain whether your classmates can assist you.

Course Material Sharing Policy: Student or professor materials created for this course (including presentations and posted notes/slides, 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).

Recording or Videotaping Policy: Students are NOT permitted to audio or video record any portion of the class lectures, nor are you permitted to make digital images of the lecture slides. If you feel you require this form of accommodation, please contact the Paul Menton Centre to formally request accommodation.

Methods of Evaluation

Your grade will depend on the following individual and group contributions:

Individual assignments	
Certifications & in-class tests	20
Social media marketing campaign	20
Digital branding challenge (case-based)	15
Group assignments	
Digital marketing strategy plan proposal	5
Digital marketing strategy plan report	20
Group presentation	10
Class engagement	10
Total marks	100

1. Group assignments

Digital marketing strategy plan proposal (5%), report (20%) and presentation (10%)

This is a group assignment comprising a digital marketing strategy plan and presentation. You will work in groups to identify a local business/organization in Ottawa, or develop your own business, and design a digital marketing strategy that will be implemented within the next ONE year. A strategic proposal will be completed first and approved by the professor. You should expect to spend a considerable amount of time and effort on the assignment, so plan your time wisely.

Declaration of Academic Integrity MUST be completed and uploaded to Brightspace with each group submission.

Peer evaluations MUST be carried out and submitted along with each group submission. Students will evaluate each of their group members (in terms of their respective participation and contribution to all team activities). At the completion of the course, the instructor may adjust group assignment marks awarded to individuals based on peer feedback.

Group work is an important component of this course given the realities of selling and the business world in general. A group is defined as:

- Students who are actively working together
- A group is NOT two or more students getting together to reduce workload on an assignment or business model. Students in a group must be actively working together towards a common business goal
- Team size: 5 students (max)
- All groups must be initiated by week 2 of the course

2. Individual assignments

Certifications and in-class tests & reflections (20%)

As part of this course, you will be required to earn two sets of certifications, including a) SemRush SEO Certification (5%); and b) SemRush Social Media Certification (5%). We will have in-class tests (5%*2) on the days they are due that cover some fundamentals.

Social media digital marketing campaign (20%)

You will be required to create a digital marketing campaign for a product of your choice. You can choose any real or fake product (it can be a physical product, a service, a place, etc.). A brief report should be submitted to Brightspace along with the digital marketing content (e.g., images or videos), to summarize your rationale of the content design and your plan for the corresponding digital marketing campaign. We will present the content, have discussions, and vote the top 3 design in class.

A case-based digital branding challenge (15%)

We will have an in-class digital branding challenge based on a Harvard Business Review case. You will work in groups to address a specific digital marketing problem that will be presented in the case. You will then work individually to submit a report that addresses the challenge. The assessment will reflect the quality of both your engagement with the team during the in-class session and the quality of the ideas generated in your report. Details to follow in class.

3. Class Participation (10%)

Class participation is equivalent to professionals' participation in meetings. It is, therefore,

considered important to success in this course. Mere attendance does not count towards full class participation. Effective participation implies active and continuous contribution to class proceedings on the part of students in the form of engagement in Poll Everywhere and breakout group activities, raising or answering questions, commenting on issues raised by the instructor or other students, or bringing to the attention of the class relevant items of interest from the media or personal experiences. The professor will keep track of student participation at each class. You are also required to keep a record of your own participation.

Please note that Breakout Group activities will be integrated into lectures and form the basis for your participation grade in addition to in-class engagement. To ensure that you receive credit for in-class contribution, make sure a) to attend all lectures and b) contribute to the class discussion.

Important Notes:

Late Assignments

Assignments submitted past the due date will receive a penalty of 5% per day. Assignments that are not submitted after 7 days past the due date will receive a grade of 0. Exceptions to this include verifiable illness and emergencies, only when communicated directly to me within three (3) business day following the due date.

Deferred Examinations/Assignments:

Midterm Exam Deferral: Midterm deferrals will be granted only in extenuating circumstances. Students must notify the instructor about the need for deferral and the reason *prior* to the start of the midterm. The weight of the midterm will NOT be transferred to the final as the exams focus on different material. In the case where a midterm deferral is granted, a single date and time for the deferral will be set for any student who was unable to write on the original date.

Final Exam Deferral: If you wish to defer a Formal Final Exam, you – the student – must reach out to the registrar’s office with the proper documentation prior to the deadline (please refer to <https://carleton.ca/registrar/deferral/> for dates). Once the request has been put through, your instructor will be notified for their approval. Your final exam will be formally scheduled. If you miss the deadline for applying for a deferral, please reach out to your instructor personally to discuss. If you wish to defer a Midterm or an Assignment, please reach out directly to your instructor to discuss. For more information or to apply for a deferral visit:

<https://carleton.ca/registrar/deferral/>

Preparation and Participation:

This is an in-person class and you are expected to attend all sessions and arrive on-time. You must come to class prepared by having checked the course Brightspace for any announcements/updates, and having read the required textbook chapter as noted in the class schedule. Breakout groups that occur during class time contribute towards your Contribution grade and cannot be made up should you miss a class.

CLASS SCHEDULE:

While every attempt will be made to keep to the schedule listed below, unforeseen circumstances may necessitate modifications throughout the semester.

*Please note that additional cases and articles may be added to Brightspace throughout the term to support in-class sessions. All readings will be posted a minimum of 72 hours prior to the in-class session.

Session /Date	Modules and Topics	Readings, Deadlines, & Activities
<i>Module 1. Getting Started...</i>		
1 /Sept 6	<ul style="list-style-type: none"> • Introduction and course overview • What are digital marketing and e-commerce (definitions, models, past and future) • Skills and careers in digital marketing and e-commerce 	<p>Get to know each other Find your group</p>
<i>Module 2. STRATEGIES first...</i>		
2 /Sept 13	<ul style="list-style-type: none"> • How digital marketing and e-commerce generate value • The customer journey and marketing funnel • Understanding your customer – creating personas • Company goals and SMART goals • Digital channels – paid, owned, and earned 	<p>Due: Group list & names</p> <p>Working on the Group Project Proposal (Company? STRATEGIC issues?)</p>
<i>Module 3. The top of the funnel – awareness and consideration</i>		
3 /Sept 20	<ul style="list-style-type: none"> • Reach and engage – e-commerce store <ul style="list-style-type: none"> - Market and target research, and product search - Create an e-commerce store (Shopify and beyond) - Manage the e-commerce store 	<p>Due: Group Project Proposal</p> <p>Hands-on experience – build your e-commerce store with Shopify.</p>
4 /Sept 27	<ul style="list-style-type: none"> • Reach and engage – social media marketing I 	
5 /Oct 4	<ul style="list-style-type: none"> • Reach and engage – social media marketing II • Email marketing I 	<p>Due: Certification 1. SEMrush social media certification</p> <p>In-class quiz on Certification 1.</p>

6 /Oct 11	<ul style="list-style-type: none"> Designing and improving your digital presence – search engine optimization (SEO) I 	Working on the digital campaign project
7 /Oct 18	<ul style="list-style-type: none"> Mid-semester check-in & Social media campaign competition 	<p>Due: digital campaign (content design and report)</p> <p>Social media digital campaign competition – “You present, you vote”</p>
Oct 25. Week – Reading Break. No class.		
Module 4. The bottom of the funnel – conversion and loyalty		
8 /Nov 1	<ul style="list-style-type: none"> Designing and building your digital presence – search engine optimization (SEO) II Email marketing II Search engine marketing 	<p>Due: Certification 2. SemRush SEO.</p> <p>In-class quiz on Certification 2.</p>
9 /Nov 8	<ul style="list-style-type: none"> Display advertising Strategies to increase conversion rate How to build customer loyalty 	Digital branding challenge (read the case before class)
10 /Nov 15	<ul style="list-style-type: none"> How to measure results and performance - Digital marketing metrics and analytics 	Due: “Digital branding challenge” case analysis
Module 5. Special Topics		
<i>We will select two topics to cover in Session 11. Your choice and your way!</i>		
11 /Nov 22	<ul style="list-style-type: none"> Trends or fads: Doing businesses in Web 2.0 <ul style="list-style-type: none"> Social marketing Mobile marketing Location-based marketing The right to be forgotten <ul style="list-style-type: none"> Ethical and privacy issues in digital business Managing business risks Trending governance & regulations Re-imagining future business <ul style="list-style-type: none"> AI, business applications, & management issues Digital business in the post-pandemic era 	

12 /Nov 29	<ul style="list-style-type: none">• Course wrap-up• Group presentations - digital marketing strategy plan	Due: Presentation slides due by 2:35 pm before class begins. Reports due by midnight, Nov 29.
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Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
CHECK (X) ONE PER ROW				
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				x
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				x
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on</i>				x

<i>analysis and evaluation.</i>				
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>				x
BI5 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>	x			

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, followership, 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.

Grading

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

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances*, are outlined on the Academic Accommodations website (students.carleton.ca/course-outline).

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

Pregnancy Accommodation

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.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the 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. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

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 Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

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 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/>
