



VANCOUVER ISLAND
UNIVERSITY

COURSE OUTLINE

**MBA 563
Digital Marketing
FALL 2017**

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Faculty of Management

Vancouver Island University acknowledges and thanks the Coast Salish nations of the Snuneymuxw, Tla'Amin, Snaw-Naw-As and Cowichan for allowing us to teach, learn, live and share educational experiences on the traditional territories of these nations.

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Digital Marketing

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The Purpose of this Course Outline

The purpose of this course outline is to provide you with information about lecture/seminar details, assignment details, contact details for teaching faculty and information about learning resources. The aim is to provide sufficient information to enable you to study effectively. One of the functions of this course outline is to help you plan your workload by giving you sufficient information at the start of your studies.

It is important to realize that the course outline is just one mechanism to help you with your studies and that you need to utilize the full range of support that is available at Vancouver Island University. You need to read the Student Handbook as well.

Your main lines of support are as follows:

- Course Professor/Instructor
- Director, MBA Programs
- Dean, Faculty of Management

What is a Learning Outcome?

You will note below that this course outline specifies “learning outcomes” for the course. A learning outcome characterizes what it is that you are expected to have learned at the end of the course, if you have successfully completed it. Learning outcomes are specified in terms of what knowledge/understanding and skills you will have acquired. This will then tell you beforehand what the course aims to teach you and what it is that you need to learn in order to succeed.

It is important to realize that the assignments for this course are designed to test your achievement of the stated learning outcomes.

Course Description

A critical examination of the ways in which the technologies that comprise the Internet are impacting traditional marketing and business relationships. Topics include the range of tools and solutions available to marketers, and the ways in which new technology can be leveraged to achieve functional efficiencies and powerful marketing strategies.

Course Objectives

The Objectives of the course are to enable students to:

- understand the impact of the internet on traditional marketing and the challenges and opportunities presented
- evaluate and select appropriate digital marketing tools and techniques for a particular business situation

Learning Outcomes

Knowledge and Understanding

Successful students will have a knowledge and understanding of:

- the trends in the current marketplace towards online marketing channels
- the differentiators between online marketing and traditional marketing and the strengths and weaknesses of each
- the place of online marketing within an integrated marketing communications strategy
- key information and communication technology tools and solutions, and their role in delivering customer value
- best practices in online marketing, including the ethical aspects of communicating with customers and dealing with customer information

Skills and Attributes

Successful students will have the ability to (skills and attributes):

- conduct research and analysis of elements of online marketing, and select marketplace-appropriate tools and strategies
- recommend appropriate customer-focused website design and development practices and justify with rationale
- evaluate and present, with appropriate supporting data, the strategic advantage provided by IT-driven marketing in a leading organization

Required Reading List

Course Text:

There is no printed text for this course. Online course materials will be curated and updated by the instructor.

ALL REQUIRED READINGS ARE AVAILABLE IN ELECTRONIC FORMAT VIA LINKS FROM THE RELEVANT WEEK ON THE COURSE WEBSITE at:

<http://versoe.ca/viu-class-resources/mba563/>

Course Structure

The class meets for two 3 hour sessions each week. Classroom sessions will include lectures, discussion periods, break-out group sessions, and hands-on computer-based activities. Participation in class discussions and breakout groups is an important part of the course. Students are expected to complete all required readings prior to class.

Method of Evaluation

Assignment, Weighting and Due Dates. Full assignment instructions are available on the course website.

	Assignment	Weighting	Due date
1	Internet marketing topic presentation and in-class application exercises (Team assignment)	50	Weekly (weeks 3-4)
2	Web project 1: Website planning document and website content (individual assignment)	25	Friday December 8th by 4:30pm
	Web project 2: Website built in WordPress (individual assignment)	25	
	TOTAL	100%	

Grading Scheme

A+	90 – 100%	B	72 – 75%	C-	55 – 59%
A	85 – 89%	B-	68 – 71%	D	50 – 54%
A-	80 – 84%	C+	64 – 67%	F	<50%
B+	76 – 79%	C	60 – 63%		

Academic Standards and Procedures

- Assignments must be submitted **in accordance with the assignment instructions** by the indicated due dates.
 - All assignments are to be submitted in digital format per assignment instructions.
 - Extensions will be granted only on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions must be made in writing to the professor **prior to** the due date. Medical certificates or other evidence must be attached and must contain information that justifies the extension sought.
 - Late assignments that have not been granted an extension will, at the professor’s discretion, be penalized by ten per cent (10%) of total marks from the mark that would otherwise be awarded for each full day overdue. Assignments more than 2 days late will not be accepted (this includes weekends and holidays).
 - Assignments must be free of spelling, punctuation and grammatical errors. Assignments containing such errors will receive penalties (i.e. mark deductions).
 - Use a title page for assignments.
 - “Free riders” are individuals who coast on or use the efforts of others. It can be a problem in academic settings when teamwork is submitted for credit. Therefore, it is important that each group member makes effective contributions to the assignment. The teamwork assignment must include a statement, signed by all group members, to acknowledge that each team member has contributed equally.
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Academic Misconduct

Academic misconduct will not be tolerated. Academic misconduct includes, but is not limited to: giving or receiving information during any quiz, test or exam; using unauthorized sources of information during any test or exam; and plagiarizing the work of another person. A full version of this policy can be viewed on the internet at <http://www.viu.ca/policies/policy.asp?rdPolicyNumber=99.01>

Referencing

Plagiarism refers to the practice of presenting the words of another author (it may be a text writer or another student) as your own. This is not permitted. At times you will be asked to learn about and discuss the views or theories of others. This should be done with appropriate acknowledgement of source materials. In other words, you must reference your work. Acknowledge your sources – both direct and indirect quotes – with in-text citations.

Faculty of Management (Business) requires the APA style of referencing for academic papers. Resources for using APA are available from the VIU Writing Centre (Library, Room 474). You can find their hours of operation and access to online student resources (including tutorials and a printable Quick Guide) at: <http://sites.viu.ca/writingcentre/>.

Schedule of Topics. Please see course website for course readings

Week	Topics: Tuesday	Topics: Thursday
1 Oct 23 – 27	Introduction to the course. Differences between traditional and digital marketing Owned, earned, and paid media	Social media and authentic customer engagement
2 Oct 30 – Nov 3	Mobile as a marketing channel	Display advertising Paid media on social
3 Nov 6 – 10	Measuring success on social media Assignment 1 activity	Search engine / contextual advertising Assignment 1 activity
4 Nov 13 – 17	Email marketing Assignment 1 activity	Website analytics Assignment 1 activity
5 Nov 20 – 24	Overview of web site project assignment Web site planning and meeting user and organizational goals Using WordPress as a web content management system	Domain name selection and registration Web form design Working with images and media on the web
6 Nov 27 – Dec 1	Search engine optimization	Building your WordPress website
7 Dec 4 – 8	Building your WordPress website	Building your WordPress website