



## Graduate Course Syllabus

### MKT 645: Online Marketing Channels

Center: Online

#### Course Prerequisites

None

#### Course Description

This course will expose students to online marketing channels, such as social media platforms and players, and measurement and analysis. Marketing channels such as internet display advertising, remarketing, email marketing, affiliate marketing, mobile marketing, video marketing, virtual worlds, gaming, and public relations will also be examined.

#### Course Outcomes

- Devise customer profiles for identifying prospects who have a higher chance of converting to consumer
- Evaluate various internet marketing channels for determining their suitability to reach target audiences
- Formulate an online marketing strategy using audience-appropriate channels to contribute to a cohesive Omni channel presence
- Interpret qualitative and quantitative data from appropriate metrics for gauging the success of an organization's online marketing efforts
- Utilize ethical principles to evaluate appropriate marketing tactics for ensuring proper treatment of customers and use of customer data

#### Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through the [SNHU Online Bookstore](#) rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the IT Service Desk, your advisor, and the instructor can provide you with support if you have problems.

*The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*

Ian Dodson

Wiley

2016

ISBN: 978-1-119-26570-2

*Marketing 4.0: Moving from Traditional to Digital*

Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan

Wiley

2017

ISBN: 978-1-119-34120-8

### **Harvard Business Review**

The following material is available in the Harvard Business Review area of your course:

- The Tate's Digital Transformation

### **Diversity, Equity, and Inclusion**

As indicated in our core values, SNHU is committed to “embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life.”

This may or will be reflected in SNHU's curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the [Office of Diversity and Inclusion](#).

### **Instructor Availability and Response Time**

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment's due date, or within seven days of a late submission.

## Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	5	40	200
Small Group Discussion	1	40	40
Short Paper	1	50	50
Journal	1	40	40
Final Project			
Final Project I Milestone One	1	90	90
Final Project I Milestone Two	1	110	110
Final Project I Milestone Three	1	120	120
Final Project I Submission	1	250	250
Final Project II Submission	1	100	100
			<b>Total Course Points: 1,000</b>

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

## University Grading System: Graduate

Grade	Numerical Equivalent	Points
A	93–100	4.00
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3.00
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2.00
F	0–72	0.00
I	Incomplete	
IF	Incomplete/Failure *	
W	Withdrawn	

\* Please refer to the [policy page](#) for information on the incomplete grade process.

## Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

## Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	<p>Moving From Traditional Marketing to Digital Marketing</p> <p><i>The Art of Digital Marketing</i>, Chapter 1</p> <p><i>Marketing 4.0: Moving From Traditional to Digital</i>, Chapters 1–4</p> <p>1-1 Discussion: Best Practices in Omnichannel Marketing</p> <p>1-2 Final Project Review (Non-graded)</p> <p>1-3 Hubspot Inbound Marketing Certification Pretest (Non-graded)</p> <p>1-4 Review Google Ads Certification (Non-graded)</p>
2	<p>Attracting the Right Customers</p> <p><i>The Art of Digital Marketing</i>, Chapters 2 and 3</p> <p>2-1 Discussion: The Effectiveness of Digital Marketing Campaigns</p> <p>2-2 Short Paper: The Tate’s Current Online Digital Marketing Initiatives</p> <p>2-3 Reminder: Start Work on Final Project Milestone One: Assessing a Campaign</p>
3	<p>Digital Marketing and the Customer Experience</p> <p><i>The Art of Digital Marketing</i>, Chapter 10 (pp. 331–342)</p> <p><i>Marketing 4.0: Moving From Traditional to Digital</i>, pp. 57–104</p> <p>3-1 Final Project I Milestone One: Assessing a Campaign</p>
4	<p>Transforming the Way You Market</p> <p>4-1 Discussion: In the Mix: The Four C’s and the Four P’s</p> <p>4-2 Journal: Creating a Buyer Persona for The Tate to Target New Customers</p> <p>4-3 Reminder: Continue Work on Final Project I Milestone Two: Addressing the Gaps</p>
5	<p>The Role of Social Media in a Digital Marketing Strategy</p> <p><i>The Art of Digital Marketing</i>, Chapters 6 and 7</p> <p>5-1 Final Project I Milestone Two: Addressing the Gaps</p>
6	<p>Display and Mobile as Part of an Omnichannel Approach</p> <p><i>The Art of Digital Marketing</i>, Chapters 4 and 8</p> <p>6-1 Discussion: Mobile Marketing, Digital Display, and Video</p> <p>6-2 Reminder: Continue Work on Final Project I Milestone Three: Strategizing the New Initiative</p>
7	<p>Making the Most of Consumer Touchpoints</p> <p><i>The Art of Digital Marketing</i>, Chapter 5</p> <p><i>Marketing 4.0: Moving From Traditional to Digital</i>, pp. 109–165</p> <p>7-1 Final Project I Milestone Three: Strategizing the New Initiative</p>
8	<p>Data Analytics and Ethics</p> <p><i>The Art of Digital Marketing</i>, Chapter 9</p> <p>8-1 Discussion: The Ethical Use of Customer Data in Online Marketing</p> <p>8-2 Reminder: Continue Work on Final Project I: Marketing Initiative Proposal</p>
9	<p>Strategy and Planning</p> <p><i>The Art of Digital Marketing</i>, Chapter 10</p> <p>9-1 Final Project I Submission: Marketing Initiative Proposal</p> <p>9-2 Reminder: Continue Work on Final Project II: Executive Summary Presentation</p>

Module	Topics and Assignments
10	Reporting and Communicating 10-1 Final Project II Submission: Executive Summary Presentation 10-2 Small Group Discussion: Reflecting on the Course and the Final Projects, and Looking Ahead 10-3 HubSpot Certification Exam (Non-graded) 10-4 Google Ads Certification (Non-graded)

### Course Participation

Course participation is required within the first week of the term for all online courses. *Participation* in this context is defined as completing one graded assignment during the first week of the course. Otherwise, students will be administratively removed for nonparticipation. Students who do not participate during the first week may forfeit their rights to be reinstated into the course. Students who stop attending a course after the first week and who do not officially withdraw will receive a grade calculated based on all submitted and missed graded assignments for the course. Missed assignments will earn a grade of zero. See the [course withdrawal policy](#) and the [full attendance policy](#) for further information.

### Late Assignments

Students who need extra time may submit assignments (excluding discussion board postings) up to one week after the assignment due date. Discussion board submissions will not be accepted for credit after the deadline except in extenuating circumstances.

- A penalty of 10 percent of the total value of the assignment will be applied to the grade achieved on the late assignment regardless of the day of the week on which the work is submitted.
- Students who submit assignments more than one week late will receive a grade of zero on the assignment unless they have made prior arrangements with the instructor.

Students must submit all assignments no later than 11:59 p.m. (in their own time zone) on the last day of the term. No assignments are accepted after the last day of the term unless an incomplete has been submitted. See the [incomplete grades policy](#).

There may be times an instructor makes an exception to the late assignment policy. Instructors may accept late work, including discussion board posts, with or without prior arrangement.

- Exceptions to the late policy on these grounds are left to the instructor's discretion, including whether the late penalty is applied or waived. Students should not assume that they will be allowed to submit assignments after the due dates.
- If an instructor finds that they are unable to determine whether an exception to the late policy would be appropriate without documentation, the collection and review of student documentation should be handled through the Dispute Resolution team in order to protect the student's privacy. In these cases, students should file a [Student Concern Dispute form](#) to have the circumstances reviewed.

If a student is experiencing (or knows they will experience) a circumstance, including pregnancy, that is protected under the Americans with Disabilities Act or Title IX, they are encouraged to contact the [Online Accessibility Center](#)

[\(OAC\)](#) as soon as possible to explore what academic accommodations might be offered. Instructors must honor all deadlines established through the OAC.

### **Student Handbook**

Review the [student handbook](#).

### **ADA/504 Compliance Statement**

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted the [ADA/504 Grievances Policy](#) (version 1.2 effective October 16, 2017), providing for prompt and equitable resolution of complaints regarding any action prohibited by Section 504 or the ADA.

For further information on accessibility support and services, visit the [Disability and Accessibility Services](#) webpage.

### **Academic Integrity Policy**

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic integrity policy](#).

### **Copyright Policy**

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

### **Withdrawal Policy**

Review the [full withdrawal policy](#).

### **Southern New Hampshire University Policies**

More information about SNHU policies can be found on the [policy page](#).