

Syllabus

Digital Marketing - MGT 8803

Subject To Change

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Office hours: Tuesdays/Thursdays: 1:00 p.m. – 3:00 p.m. and by appointment
Office: 4213 – Scheller College of Business
Class time: Thursdays, 6:00 p.m. – 8:55 p.m.
Class location: SCOB – Room 102

Textbook: eMarketing: The Essential Guide to Digital Marketing, Rob Stokes (5th Ed.)
(<http://www.redandyellow.co.za/product/textbook-digital/>)

Overview

Digital Marketing has evolved from radio and television to include the online/Internet channel and has grown significantly over the past 10 years. The pace of new technology development and the ways consumers are interacting with various technologies has also been growing rapidly. Marketing executives are faced with new challenges to determine creative, cost effective ways to create brand awareness, engage their audience, and establish strong brand reputations. Social media and mobile have established new positions in the marketing arsenal alongside more mature online components such as email and search advertising. Assembling the right mix of tactics to support an organization's overarching marketing strategy while also maximizing efforts through integrated marketing communications poses great opportunities and challenges for large and small businesses alike.

Understanding the various components of the online marketing channel at a high level is a necessary prerequisite for leveraging these tactics effectively in an applied environment. This course will explore elements including:

- Digital marketing strategy
- Customer lifecycle/buyer journey
- Social media marketing
- Content strategy
- Mobile marketing
- Search engine optimization (SEO)
- Pay-Per-Click advertising (PPC)

In addition to providing exposure to the tactical components of the online marketing channel, this course will also impart practical knowledge through real-world case examples and presentations from industry practitioners. Much like the field of digital marketing, this course is intended to be interactive with a healthy level of class participation and Q&A.

Course Goal

The primary goals of this course is to provide awareness of the various marketing tactics available within the digital channel and an understanding of how these tactics can be applied to achieve strategic business objectives. This course has been designed to be an active learning experience that strikes a balance between providing established frameworks and factual information while also exploring

innovative, creative solutions that do not necessarily have a “right” answer or method. The purpose of this approach is to engage you in a way that builds upon your learning in a practical manner that can be applied in real world business situations.

Learning Goals

The following learning objectives will be realized through this course:

1. Students will be able to explain the major components of a digital marketing strategy
2. Students will understand the implications of using digital tactics to accomplish various business goals and objectives for both B2B and B2C organizations
3. Students will become familiar with the components of each digital marketing tactic and be able to explain how they function within the broader context of marketing
4. Students will become aware of various digital marketing organizations, news sources, industry thought leaders, and networking channels
5. Students will gain exposure to the many disciplines/roles within the digital marketing field, both within the agency model and the traditional organization model

Structure of Individual Class Sessions

Learning will be student-centric and highly interactive with a mix of interactive discussions and applied problem-solving. Your attendance and active participation in class meetings will be critical to your and your fellow students' learning. Individual class sessions will be conducted as a collaborative discussion focused on the corresponding topic/ Digital Marketing Plan section for the day. These sessions will be instructor guided and supported to encourage holistic thinking.

Several class sessions will be devoted to group project work and may include visits by clients and marketing professionals. These sessions will provide the opportunity for you to learn, first-hand, how marketing professionals think about their jobs and the strategic and tactical issues facing them.

In addition to the text associated with this course, PowerPoint presentation materials will be used intermittently to reinforce concepts. It is expected that each student read and review the textbook chapters noted in the course schedule ahead of time for each class so that each session is spent on clarifying questions and application of the material via the case studies and group projects.

Course Grade Components

Digital Marketing Plan - Group Project

The course includes a component of building a Digital Marketing Plan for a real-world organization that will be disclosed at the beginning of the semester. The selected company will have a set of business goals that will guide the plan. An outline will be provided as structure for the plan, which will contain sections associated with strategy, tactics, marketing technology, and marketing campaigns that can be activated to support the stated business goals.

The final deliverables include:

- Digital Marketing Plan document - submitted in Microsoft Word format
- Digital Marketing Plan presentation - any format is fine; presentation will be provided to the client and each team member will have a speaking role

The Digital Marketing Plan will be assembled on a group basis. Teams will be determined once the course begins and the number of team members will be a function of overall class size (most likely 4-5 people per team).

- Group Project: 80%
 - Instructor-based: 60%
 - Peer-based: 20%

The team-based portion of the grade will be determined via an anonymous survey process where each team member will assign a score to each other team member. The score will be on a scale from 60-100 and based on variables such as effort, quality, attendance, innovativeness, and creativity. An average of each team member's score will be used to compute the corresponding grade (20%).

Attendance

You are expected to be on time for each class. If you are coming from a location across campus or have another conflict that will prohibit you from being on time consistently, notify me within the first week of classes. If you are aware you need to be late for a specific class during the semester you can email me to let me know.

<u>Unexcused Absences</u>	<u>Attendance Grade</u>
0-2	100
3	75
4	50
5 or more	0

Note: It is understood you will be engaging in interviews and possibly traveling at times to do so. Please respect your teammates and the course by providing as much notice as possible on the days you will be gone. Interview days are considered an excused absence presuming prior notification.

Course Grades

Course grades will be based upon the following distribution and corresponding percentages:

- Group Project: 80%
- Class Attendance: 20%

The following grading scale, with scores rounded to the nearest whole number, will be used in the course:

- 90-100%: A
- 80-89%: B
- 70-79%: C
- 60-69%: D
- below 60%: F

T-Square

The following items will be posted on T-Square:

- The syllabus and schedule
- Course grades

Miscellaneous

Feedback

As we move through the semester, I invite constructive suggestions on any aspect of the course: curriculum, content, teaching methodology, etc. If you have suggestions, you may e-mail them to me, leave a phone message, or if you prefer anonymity, use the suggestion box on the counter in the graduate office.

Open Door Policy

If you have any issues or problems that are getting in the way of your success in the course, let me know. I will be happy to meet with you to discuss possible solutions. To arrange a meeting, send me an e-mail informing me that you would like to meet, stating the objective of the meeting, and suggesting 2-3 times to meet that fit your schedule. I can usually make one of the times work and will confirm one of the times via return email. This open door policy, rather than my having fixed office hours, should be a more efficient use of your time, in that you will be able to have the meeting without having to wait in a long line behind other students.

Laptop & Other Device Usage

As a general rule, laptops, tablets and mobile/smartphones are to be utilized for class purposes. If you have one of these devices you are encouraged to bring it to class to support the daily assignments. Please silence your phone prior to class beginning and do not text during class. If you need to leave the room, please do so as quietly as possible.

Class Schedule – See post on T-Square

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. For information on Georgia Tech's Academic Honor Code, please visit <http://www.catalog.gatech.edu/policies/honor-code/> or <http://www.catalog.gatech.edu/rules/18/>.

Any student suspected of cheating or plagiarizing on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services at (404)894-2563 or <http://disabilityservices.gatech.edu/>, as soon as possible, to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

Other Comments

To maintain a professional environment, please limit personal social media requests to LinkedIn (i.e. not Facebook). I am happy to connect on LinkedIn and support your networking and career-related goals. My LinkedIn profile can be found at: <http://www.linkedin.com/in/michaeltbuchanan>

Having guest speakers/clients join our class is a genuine privilege for each of us (me included) as their time and insights are invaluable. You are highly encouraged to present yourself in the best light possible (attire, attention, respect, etc.) and to network with these individuals knowing that job opportunities and potential career goals may be supported through these connections. Laptop, tablet, and mobile/smartphone use is not permitted during sessions with guest speakers.

Most students have a goal of finding a job in the open market after graduation. Some of you, however, will move on to be entrepreneurs or work for a family businesses. I am happy to help in your career pursuits presuming your class attendance, participation, and effort is in line with the request.