

KING FAHD UNIVERSITY OF PETROLEUM AND MINERALS
KFUPM BUSINESS SCHOOL
DEPARTMENT OF MANAGEMENT & MARKETING



MKT 485: Digital Marketing

Semester: 232

Location: Building 24-125

Time: UT 3:30 pm - 4:45 pm

Section: 01

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Office Hours: UT 12:55 pm - 1:55 pm;
& by appointment

CATALOGUE COURSE DESCRIPTION

The internet and digital media play a very significant role in today's business world. The course addresses issues related to digital marketing analytics, online user behavior, and the different types of digital media (i.e., owned, earned, and paid media). This course will also cover the what, why, and how of major current digital marketing approaches, including online listening and monitoring, website traffic analytics, search engine optimization, search and display ads, affiliates, email marketing, and social media optimization. Emphasis will be given to the understanding and usage of Google Analytics tool. *This course follows Inquiry-Based Learning (IBL) method in its delivery and design. More INFO about IBL is provided below.*

COURSE OBJECTIVES¹

- Understand the basic principles, theories, concepts, dynamics, and vocabulary of digital marketing.
- Understand the basic principles of website planning, creation, and SEO optimization.
- Learn the fundamentals of running and interpreting the results of online ad campaigns.
- Learn and evaluate different social media optimization techniques.
- Analyze and interpret data collected from online users with Google Analytics and other Google tools.

Prerequisite: MKT 250

COURSE MATERIALS

Kindly note that every week (or before every topic), I will post lecture notes, handouts, articles, assigned readings, assignments, and various pieces of content, which constitute the required materials for the exams. Please make sure to have a laptop and a pen handy in each class.

Textbook

The recommended digital Textbook is "Digital Marketing Essentials" by Jeff Larson and Stuart Draper. You can buy the electronic version of the book (not mandatory though) through the following link: <https://home.stukent.com/join/0C3-F8B> However, unless the textbook was provided to you by KFUPM

¹ Course objectives are provided as per the course specification.

Bookstore, I will provide you with lecture notes, handouts, articles, assignments, and various pieces of contents that you will need to study for the exams on Blackboard on a weekly basis.

Blackboard and other Means of Communication

Please make sure that you can log in to and access this course on Blackboard. It will be your responsibility to check Blackboard on regular bases (multiple times every week) as **I will be using Blackboard extensively to post announcements, PowerPoint slides, reading materials, grades, and various updates.** All submissions should go through Blackboard as I will be using plagiarism detection tools (e.g., Turnitin) to verify all submissions. Moreover, extra credit assignments (if any) will be posted on Blackboard. Also, please ensure to check your official KFUPM email regularly.

We will surely use Emails, MS Teams, and WhatsApp to connect constantly. We will communicate extensively through these means, and I will use WhatsApp to throw urgent announcements only, but I think it will be useful to connect with your colleagues and share useful digital marketing materials. I will share a link to the course group on WhatsApp with you during week 1. However, if you want to communicate with me, please use email (Use WhatsApp private messages **ONLY** if it's extremely urgent).

Expert Sessions:

For most topics, I will post a video for an expert discussing the week's topic from a practical point of view. You need to watch these sessions as we will discuss them in class on a weekly basis. If you are assigned as a **discussion leader** for that topic, you need to touch on some of the points mentioned in the leader sessions (might not be applicable for some topics though).

Articles, short videos, and other materials:

Some pieces of content (text, audio, or videos) that relates to the topics under discussion will be posted to Blackboard occasionally, so we can have more informative discussions in class.

Inquiry-Based Learning (IBL)

This course follows the Inquiry-Based Learning (IBL) method in its delivery and design (Incorporating flipped classroom, project-based learning, case-based learning, and problem-based learning). "Inquiry-Based Learning (IBL) is a learning process that engages students by making real-world connections through exploration and high-level questioning. Students identify and research issues and questions to develop knowledge or solutions. It is generally used in small-scale investigations and projects, as well as research. In general, it covers a range of pedagogical approaches that challenge students with investigative work (addressing questions and solving problems). Inquiry-based teaching focuses on moving students beyond general curiosity into the realms of critical thinking and understanding.

In an IBL classroom, the instruction might begin with questions that provide content for learning or to be answered, specifics - a set of observations or experimental data to interpret, a case study to analyze, or a complex real-world problem to solve. This approach provides a valuable opportunity for students to develop general inquiry abilities, acquire specific investigation skills, clarify, and apply an understanding of science concepts. IBL can be designed for the entire course or implemented on some aspect of the course within a lecture-based classroom, fieldwork, project, etc."

Extra readings (updated periodically)

Although many students find academic articles dry and difficult to digest, I think some academic journals such as the Journal of Marketing, Harvard Business Review, and MIT Sloan Management are more

positioned for practitioners and public audiences. If you are interested in reading more marketing articles from well-respected academic journals, please consult Financial Times' top 50 Journals list.

For timely and practice relevant information you may want to check the following sources: Advertising Age, ADWEEK, Business Week, New York Times, Inc., Fortune, Marketing Week, Forbes, The Economist, Business Insider, Fast Company, Financial Times, and The Wall Street Journal (Advertising column). *Moreover, here is a list of books I think you may find interesting:*

Kotler, P., Kartajaya, H., & Setiawan, I. (2016). **Marketing 4.0: Moving from traditional to digital**. John Wiley & Sons.

Pulizzi, J. (2015). **Content Inc.: How entrepreneurs use content to build massive audiences and create radically successful businesses**. McGraw Hill Professional.

Lindstrom, M. (2012). **Buyology: How everything we believe about why we buy is wrong**. Random House.

Kaushik, A. (2009). **Web analytics 2.0: The art of online accountability and science of customer centricity**. John Wiley & Sons.

Heath, C., & Heath, D. (2007). **Made to stick: Why some ideas survive and others die**. Random House.

Cialdini, R. B., & Cialdini, R. B. (2007). **Influence: The psychology of persuasion** (Vol. 55, p. 339). New York: Collins.

Berger, J. (2016). **Invisible influence: The hidden forces that shape behavior**. Simon and Schuster.

Vaynerchuk, G. (2018). **Crushing It!: How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too**. HarperCollins.

Berger, Johah. (2013). **Contagious: Why Things Catch On**. NY: Simon & Schuster.

Kim, W. C., & Mauborgne, R. (2014). **Blue ocean strategy expanded edition: How to create uncontested market space and make the competition irrelevant**. Harvard business review Press.

COURSE TOPICS (and resources)

Topics covered in this class include:

Topic 1: Digital Marketing Foundations

- Lecture notes posted on Blackboard (Topic PPT).
- “Digital Marketing Essentials” book; Chapter 1: Digital Marketing Foundations
- Expert Session posted on Blackboard.
- Other homework assignments, and various assigned readings and content on Blackboard.

Topic 2: Web Design

- Lecture notes posted on Blackboard (Topic PPT).
- “Digital Marketing Essentials” book; Chapter 2: Web Design (Desktop and Mobile)
- Expert Session posted on Blackboard.
- Other homework assignments, and various assigned readings and content on Blackboard.
- Slide deck (learning materials) shared by the assigned pair for this topic.

Topic 3: Analytics (Google Analytics)

- Lecture notes posted on Blackboard (Topic PPT).
- “Digital Marketing Essentials” book; Chapter 3: Analytics
- Expert Session posted on Blackboard.
- Other homework assignments, and various assigned readings and content on Blackboard.
- Slide deck (learning materials) shared by the assigned pair for this topic.

Topic 4: Search Engine Optimization (SEO)

- Lecture notes posted on Blackboard (Topic PPT).
- “Digital Marketing Essentials” book; Chapter 4: On-Site SEO & Chapter 5: Off-Site SEO
- Expert Session posted on Blackboard.
- Other homework assignments, and various assigned readings and content on Blackboard.
- Slide deck (learning materials) shared by the assigned pair for this topic.

Topic 5: Paid Search Marketing (Search Engine Marketing)

- Lecture notes posted on Blackboard (Topic PPT).
- “Digital Marketing Essentials” book; Chapter 6: Paid Search Marketing
- Expert Session posted on Blackboard.
- Other homework assignments, and various assigned readings and content on Blackboard.
- Slide deck (learning materials) shared by the assigned pair for this topic.

Topic 6: Display Advertising (Retargeting and Remarketing)

- Lecture notes posted on Blackboard (Topic PPT).
- “Digital Marketing Essentials” book; Chapter 7: Display Advertising
- Expert Session posted on Blackboard.
- Other homework assignments, and various assigned readings and content on Blackboard.
- Slide deck (learning materials) shared by the assigned pair for this topic.

Topic 7: Email Marketing

- Lecture notes posted on Blackboard (Topic PPT).
- “Digital Marketing Essentials” book; Chapter 8: Email Marketing
- Expert Session posted on Blackboard.
- Other homework assignments, and various assigned readings and content on Blackboard.
- Slide deck (learning materials) shared by the assigned pair for this topic.

Topic 8: Social Media Marketing

- Lecture notes posted on Blackboard (Topic PPT); covering owned, paid, and earned types of media.
- “Digital Marketing Essentials” book; Chapter 9: Social Media I & Chapter 10: Social Media II.
- Expert Session posted on Blackboard.
- Other homework assignments, and various assigned readings and content on Blackboard.
- Slide deck (learning materials) shared by the assigned pair for this topic.

Topic 9: Influencer and Affiliate Marketing

- Lecture notes posted on Blackboard (Topic PPT).
- Other homework assignments, and various assigned readings and content on Blackboard.
- Slide deck (learning materials) shared by the assigned pair for this topic.

Topic 10: Online Reputation Management, and Web and Social Listening and Monitoring

- Lecture notes posted on Blackboard (Topic PPT).
- “Digital Marketing Essentials” book; Chapter 11: Online Reputation Management.
- Expert Session posted on Blackboard.
- Other homework assignments, and various assigned readings and content on Blackboard.
- Slide deck (learning materials) shared by the assigned pair for this topic.

Topic 11: Mobile Marketing

- Lecture notes posted on Blackboard (Topic PPT).
- “Digital Marketing Essentials” book; Chapter 12: Mobile Marketing.
- Expert Session posted on Blackboard.
- Other homework assignments, and various assigned readings and content on Blackboard.
- Slide deck (learning materials) shared by the assigned pair for this topic.

Topic 12: Digital Marketing Strategy

- Lecture notes posted on Blackboard (Topic PPT); covering strategic issues such as online pricing strategies.
- “Digital Marketing Essentials” book; Chapter 13: Digital Marketing Strategy.
- Expert Session posted on Blackboard.
- Other homework assignments, and various assigned readings and content on Blackboard.
- Slide deck (learning materials) shared by the assigned pair for this topic.

Topic 13: Regulations and Online Privacy

- Lecture notes posted on Blackboard (Topic PPT).
- Other homework assignments, and assigned readings and content on Blackboard.

Please note the length and importance of topics vary (they are not equal) as will be reflected in our class lectures and assigned homework assignments. We will primarily rely on Stukent materials (i.e., e-book), but significant amount of what we will cover will come from other sources that will be posted on Blackboard on a weekly basis.

*Your **digital marketing stack** will expand as we go through the semester, but some of the tools you will get used to using during the semester include (but not limited to):*

- | | |
|----------------------------|---|
| • Google Analytics | • Hootsuite |
| • Google Search Console | • Hubspot |
| • Google Ads | • Slack |
| • SEMRUSH | • Buffer |
| • Sprout Social | • Brand24 |
| • Ubersuggest Keyword Tool | • Moz |
| • SimilarWeb | • Buzzsumo |
| • Canva | • Similarweb |
| • Optimizely | • Most social media platforms including Twitter, YouTube, |
| • Mailchimp | LinkedIn, Snapchat, Instagram, Facebook, TikTok. |
| • WordPress | • And much more |

COURSE COMPONENTS

Exams

There will be one exam (final exam) during the semester based on the material covered in the class (including PPT Slides, articles, assignments, etc.). The exam will be conducted face-to-face in Dhahran, and will contain, short essays and open-ended questions, as well as True/False and MC questions.

Digital Marketing Audit Consulting Project

Consider yourself working at a digital marketing consulting firm, where you are assigned to work with a group of colleagues (4-5 students) to conduct a digital marketing audit for a Saudi-based company/organization. You will be assigned to audit a real company/organization, where you meet and talk with its employees and executives (if we were not able to timely secure enough number of participating companies, you will be asked to choose a company of your choice with the approval of your instructor to complete this project; grading structure of the project and of the course as whole may change accordingly). You will need to monitor the company closely (through conducting interviews with its executives, having access to its Google Analytics and social media accounts, having access to some of its digital marketing stack tools, and signing up to its newsletters and other information sources) during the semester and examine its digital marketing strategy and objectives, online presence, email marketing, affiliate and influencer marketing, analytics, digital customer persona, social media strategy, SEO and SEM activities, competitors' digital marketing activities, and provide your recommendations on how they can improve their current digital marketing practices. You will be asked to write a report (20% of the final grade) and present your work (10% of the final grade) to the class and to the company. The company will have to evaluate your performance as well (3% will be allocated for the company evaluation of your performance during the project + their input will be taken into consideration in putting the final grades for your report and presentation; in case no company was allocated, you will be having an additional assignment with the worth of 3%). Your peers will also evaluate your work, and their evaluations will be taken into account while setting your final scores (At least 5% of the 30%). *One progress report along with peer progress evaluation will be required midway through the semester.* As the main deliverable, I expect the submitted report to be between 15 to 30 pages; single-spaced, Time New Roman, 12 Font size; exhibits and appendices are excluded from the page limit). Extra guidelines for the digital marketing audit will be posted to Blackboard. ****Please check and make sure that you follow the digital marketing audit guideline that is posted on Blackboard as it will be used as the basis for the grading rubrics for the course project.***

Assignments, Case Studies, and a Quiz

Homework assignments (or in a few instances a short case study or a quiz) will be given **on a regular basis** throughout the semester. Although 20% of your grade will be for the homework assignments, 7% will be designated for a **quiz (5%)** and a **short case study (2%)**. I intend to give you **four somewhat involving assignments, making the weight of each to be about 5%** of your final grade (subject to change). These will be hands-on (very practical) assignments, and I truly weigh a large emphasis on them in this class. Topics and details of these assignments will be announced in class. They are more likely to be hands-on activities as mentioned that relate to the topics covered by this class. Topics may include (but are not limited to) Google analytics, content creation, driving traffic, email marketing, competitive analysis, social media campaigns, SEO, SEM, and Google My Business. On the other hand, I plan to give one quiz that is worth 5% of your final grade and assign you one case study with a worth of 2% (if given more, I will pick the best one). While **homework assignments will be assigned to you as pairs, the quiz and the case study will need to be completed individually.** I will discuss these submissions with you in class after submission and failing to demonstrate mastery of your submission may negatively affect your grade.

Pairs and Groups

During the first week, you will join one of your fellow students to form a pair (by filling out the Google doc that I will share with you for pair and group formation). You will be required to submit your homework assignments and lead class discussions in pairs. However, please be aware that you will be closely evaluated as a pair (and you will evaluate each other) on an individual level to avoid any sort of unfair free riding. On the other hand, you will work in groups (of 4-5 students) on your course projects. You will also be closely evaluated as a group (and you will evaluate each other) to avoid any unfair work overloads. *Peer evaluation forms will be employed to assess the contributions (Final scores will be adjusted accordingly). However, it is your responsibility to timely (very early) report any uncooperative member/pair, so your instructor can take necessary actions.*

Late Submissions

The grades for late submissions will be reduced by 20% of the total submission points for the first day and an additional 10% will also be deducted from the final submission grade for each day an assignment is late. Please note that late days are calculated starting from the due/time date (an assignment 4 hours late is one day late; an assignment 29 hours late is 2 days late, and so on).

Attendance

Attendance will be taken twice (at the start and at the end) during class time. Therefore, coming late for a session or leaving early, will reduce your attendance credit by half point. University policy and related rules will be employed. Please pay the attention to the following:

- 1- Please DO NOT ask for personal excuses.
- 2- Bring your written excuse within 7 days after returning to class (but not later than the dates indicated in the calendar) or the absence will be considered unexcused. Remember, even if you had an excuse, you are responsible for obtaining notes for any material missed due to class absence.
- 3- All students must attend and engage in the assigned/organized guest speakers sessions/webinars.
- 4- Students whose unexcused absences total more than 20% (6) **will receive a grade of "DN"**.
- 5- Attendance will be taken at the beginning of the class, so it is your responsibility to come to class on time. Students arriving after attendance has been taken (**5 minutes late**) will be considered tardy (0.5 points) and **two tardies** will be counted as one unexcused absence. If you come after 20 minutes, just get in quietly but you will be considered absent. If you leave before the class ends, you will be also considered absent.
- 6- Given that you might not be able to attend a class for some reason, you **will be allowed to have two (2) unexcused absences without penalty**. After exhausting your free unexcused absences, each absence will reduce your attendance score by 1.0 point. To encourage attendance and punctuality, the following rule will be applied:
 - a- (Zero to two) absences will not impact the final grade.
 - b- Three absences will subtract 1 point from the final grade.
 - c- Four absences will subtract 2 points from the final grade.
 - d- Five absences will subtract 3 points from the final grade.
 - e- Six absences and more will get you a DN grade in this course.

Participation

All students are expected to participate in class discussions. Participation in this course is very important. I will call on names to encourage participation, so every student needs to participate in class discussions. However, I will use the participation questions that are provided by the pair that will be leading the class discussion to measure your participation (we will use MS Teams or Blackboard). For each topic, the participation will compose 0.5 points of your final grade (as we will have 11-12 topics, your max will not exceed 5 points; try to collect as possible points as you can).

Leading Class Discussions (Inquiry-Based Learning, IBL)

For each topic (for topics 2-12 only) covered in this course, a pair of students will introduce and discuss the topic with their fellow students in the introductory session of each topic (for some topics, you will have a whole class, but for some others, you will only have 45-50 minutes Max as will be illustrated in the Google Doc that will be shared on Blackboard). **Each pair of students** must choose a topic on a first-come basis by filling out the Google document that I will post on Blackboard (By Thursday, Jan 18, the remaining pairs will be assigned randomly). For your assigned topic, you need to **(You will be evaluated accordingly)**:

1. Introduce the topic to the class and cover its main concepts.
2. Make sure to answer the topic's primary questions (mostly three) that I will post on Blackboard for each topic.
3. Add additional questions (minimum one) that must be posed and answered by the pair.
4. Quiz the class with two provocative multiple-choice questions from the materials you discussed (will be counted as participation for other students).
5. Make sure that you have some practical demonstration (on the screen) for the stuff you explained to the class.
6. Feature a digital tool that is related to your topic that you think is useful (explain briefly what it does and why you think is useful; five minutes max).
7. Make sure that you engage the class and through some questions for discussion with your colleagues.
8. Make sure to touch on what the expert session mentioned about the topic during your discussion (if applicable, one or two topics may not have expert sessions, please check Blackboard).
9. Submit your presentation slide deck (PPT) after the discussion, so I can post it to Blackboard as a learning resource for your colleagues.

****Please check the Blackboard and make sure that you follow the guide that accompanies your assigned topic.***

Bonus and Extra Activities

There will be some opportunities (tied to deadlines though) to get some extra credits in this course. One bonus opportunity is getting any of the following certifications:

- Google My Business (1% extra credit).
- Advanced Google Analytics (1% extra credit).
- Hubspot Content Marketing Certificate (1% extra credit).

If interested, please fill out the Google Doc form that I will post on Blackboard before the end of week 3 and upload your completion certificate on Blackboard by week seven (you have to finish the course and get certified before week 8; no requests will be considered after that time). **Please note that you can only do one of the above-mentioned extra credit assignments.**

GRADING POLICY

Grading will be based on the following components (total of 100 points):

| | |
|---|--------|
| Assignments, Quizzes, and Case Studies “Pair and individual assignment” | (27%) |
| Digital Marketing Audit “Group assignment” | (33%) |
| Participation | (5%) |
| Attendance | (5%) |
| Leading Class Discussions (IBL) “Pair assignment” | (10%) |
| Final Exam | (20%) |
| ===== | ===== |
| Total | (100%) |

After calculating your total points, your final grade will be as follows:

| | |
|----|----------------|
| A+ | 95.0 and above |
| A | 90.0 to < 95.0 |
| B+ | 85.0 to < 90.0 |
| B | 80.0 to < 85.0 |
| C+ | 75.0 to < 80.0 |
| C | 70.0 to < 75.0 |
| D+ | 65.0 to < 70.0 |
| D | 60.0 to < 65.0 |
| F | < 60 |

Please note that grades will be strictly assigned as per the provided grading scheme, and no special considerations or extra credit opportunities will be given by the end of the semester (so, do yourself a favor and save your time, by not sharing such requests). **The only exception is when you are less than one point away from the next grade; I will promote you to the next grade in case (and only if) you have ZERO absences (and zero late show-ups) in your attendance records.**

Expectations from Students

All students are expected to:

- 1- Bring your laptop (and a pen) to each class, so you can apply what you learn effectively.
- 2- Check your email and Blackboard on a regular basis to learn about the course announcements, required materials, and weekly assignments.
- 3- Read the assigned readings (or watching or listening) and book chapter (s) before each class meeting and be prepared for discussions, pop quizzes, or a short presentation.
- 4- Spend adequate time (advisably 4 hours a week) in outside of class studying.
- 5- Expect me to arrive on time for each class session and remain for the entirety of each session. I expect the same of you. If you have to leave the classroom, for an acceptable reason, you **MUST** get permission to do so.
- 6- In case you missed any class, make sure to find out what you missed as it's your own responsibility to do so.
- 7- Be an active participant. Participation in this course is very important. I will call on names to encourage participation, so every student needs to participate in class discussions.
- 8- Do not miss any of the scheduled exams. NO make-up exams.
- 9- Turn in assignments on time and have quality and thoughtful submissions.
- 10- Turn off mobile phones and all other communication devices, and make sure that there is nothing distracting you.
- 11- Cooperate with your pair and fellow group members to submit high-quality course deliverables.

CLASSROOM CONDUCT

I expect you to come to every class prepared and have your tech gears setup to participate in and contribute to the class effectively. I will start promptly so you need to arrive on time, be ready to actively participate, and stay for the duration of the class. This includes **completing all reading assignments** prior to the start of class. **A strict no-electronics policy is enforced in this class** that ALL electronic devices (cell phones, tablets, computers, etc.) are to be put away before the start of class (cold calling might be used to ensure all students are paying full attention to the class). It is not to your benefit to distract yourself and others from concentrating on materials discussed during class. I encourage you to take notes in-class as I take the class seriously, and assume you will do the same.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. All work submitted must be your own. If you use any external resources in your submissions (e.g., discussions, reports, homework assignments, etc.) the author(s) must be clearly acknowledged. If due reference is not made, this constitutes **plagiarism**, which means claiming the work and ideas of others as your own. Similarly, collaboration with other students, which produces similar work, or the blatant copying or paraphrasing of another student's work, also constitutes plagiarism. Either is a serious offence, and carries a disciplinary action. Moreover, **I will check all written assignments through SafeAssign or Turnitin, plagiarism detection services** that compare the work against a large database of past work. Therefore, any form of cheating will NOT be tolerated. This applies to exams, quizzes, the project, and all other activities. If any student attempts to cheat, he will receive an "F" for the course."

Check the next page for the Course Calendar

Course Calendar* (updated weekly)

| Week/Day | Date (2024) | Chapter/ Exam | Notes** (weekly updated) |
|--|-------------|--|--|
| 1 U | Jan 14 | Introduction + Topic 1: Digital Marketing Foundations | |
| T | Jan 16 | Continue Topic 1 | <i>Select your pair, group, and topic</i> |
| 2 U | Jan 21 | Topic 2: Web Design | |
| T | Jan 23 | Continue Topic 2 | |
| 3 U | Jan 28 | Topic 3: Analytics (Google Analytics) | |
| T | Jan 30 | Continue Topic 3 | |
| 4 U | Feb 04 | Continue Topic 3 | |
| T | Feb 06 | Continue Topic 3 | |
| 5 U | Feb 11 | Topic 4: Search Engine Optimization (SEO) | |
| T | Feb 13 | Continue Topic 4 + Project discussions | |
| 6 U | Feb 18 | Continue Topic 4 | |
| T | Feb 20 | Topic 5: Paid search marketing (Search Engine Marketing) | |
| 7 U | Feb 25 | Continue Topic 5 | |
| T | Feb 27 | Continue Topic 5 | <i>In-class quiz around here</i> |
| 8 U | Mar 03 | Topic 6: Display Advertising (retargeting and remarketing) | |
| T | Mar 05 | Topic 7: Email marketing; Continue Topic 6 | |
| 9 U | Mar 10 | Project Briefs and Continue Topic 7 | <i>Digital Marketing Audit Progress (Term Project)</i> |
| T | Mar 12 | Topic 8: Social media marketing | |
| 10 U | Mar 17 | Continue Topic 8 | |
| T | Mar 19 | <i>Case Study</i> + Continue Topic 8 | |
| 11 U | Mar 24 | Topic 9: Influencer and affiliate MKT | |
| T | Mar 26 | Continue Topic 9 | |
| <i>Eid Al-Fitr Holidays (Mar.29, 2024-Apr.18, 2024)</i> | | | |
| 12 U | Apr 21 | Topic 10: Online Reputation Management, and Web and Social Listening and Monitoring | |
| T | Apr 23 | Continue Topic 10 | |
| 13 U | Apr 28 | Topic 11: Mobile marketing | |
| T | Apr 30 | Topic 12: Digital Marketing Strategy | Term Project DRAFT Submission |
| 14 U | May 05 | Continue Topic 12 | |
| T | May 07 | Topic 13: Regulations and Online Privacy | Term Project FINAL Submission |
| 15 U | May 12 | <i>Guest speaker session (timing may change)</i> | |
| T | May 14 | No Class – Compensation for the Presentations | |
| <i>Schedule a time with your company for a Zoom virtual presentation</i> | | Term Project Presentations | |
| Final Exam Information (TBA) | | | |

* Tentative Schedule (**Updated weekly**), but every week I will send you what we will cover in the next week; As we will have some guest speakers our schedule and the time spent in on lecturing will change accordingly; the course instructor reserves the rights to change it as he sees fit.

**A detailed timetable for the project (e.g., progress reports, final submission, presentations, etc), assignments, and other course requirements will be provided later through the Blackboard. Guest speakers' sessions (if any) will be announced as we go through the semester.

Final Note:

The instructor reserves the right to update this syllabus during the semester if necessary. He may change dates for lectures and exams, as well as amend the course structure if necessary to ensure a quality and smooth learning experience.

Wishing you all a fruitful academic semester.

Nasser