**Spring 2021**

**MGT 6311 Course Schedule**

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| **Week** | **Date** | **Topic** | **Pre-Readings** | **Events, Assignments, & Assessments** |
|  |  | All lessons can be found n Canvas. |  | All events, assignments, and assessments can be found in Canvas.  **All discussion posts, assignments, and exams are due by 11:59 pm EST on the date listed in this column.** |
| 1 | Jan 14 &  Jan 18 | Digital Marketing Overview and Strategy | * eMarketing, Chapter 1 * eMarketing, Chapter 2 * eMarketing, Chapter 3 * eMarketing, Chapter 4 | *The first week of the semester is a partial week and there are no assignments due. The first assignments are due the week of Jan 18.*   * Discussion: Vets Now – initial post due by **Thursday, January 21** * Discussion: Vets Now – reply post due by **Sunday,** **January 24** |
| 2 | Jan 25 | Display Advertising | * eMarketing, Chapter 12 | * Discussion: Post-It – initial post due by **Thursday**, **January 28** * Discussion: Post-It – reply post due by **Sunday,** **January 31** |
| 3 | Feb 1 | Paid Search Advertising | * eMarketing, Chapter 11 | * Discussion: Frooition– initial post due by **Thursday**, **February 4** * Discussion: Frooition – reply post due by **Sunday,** **February 7** |
| 4 | Feb 8 | Major Case Study #1: The Vanca | * Case: The Vanca – Integrated Digital Marketing / Digital Brand Building | * Major-Case Reflection #1: The Vanca – due by **Sunday,** **February 14** |
| 5 | Feb 15 | Search Engine Optimization | * eMarketing, Chapter 8 | * **Monday, February 15 to Sunday, February 21:** Please be sure to take the Step 6: On-boarding Quiz sometime this week to make sure your computer is set up properly for the exam. * Discussion: Llyod’s Pharmacy Online Doctor – initial post due by **Thursday,** **February 18** * Discussion: Llyod’s Pharmacy Online Doctor – response post due by **Sunday,** **February 21** |
| 6 | Feb 22 | Major Case Study #2: Bazaar  &  **Midterm Exam** | * Case: Bazaar – Measuring ROI in Paid Search | * Major-Case Reflection #2: Bazaar – due by **Sunday**, **February 28** * **Midterm Exam – must be taken by Sunday, February 28 (11:59 p.m. EST)** |
| 7 | March 1 | Video Marketing | * eMarketing, Chapter 19 | * Discussion: Nike Chicago Cubs Someday – initial post due by **Thursday**, **March 4** * Discussion: Nike Chicago Cubs Someday – response post due by **Sunday**, **March 7** |
| 8 | March 8 | Mobile Marketing | * eMarketing, Chapter 7 | * Discussion: ASB Digital Piggybank – initial post due by **Thursday**, **March 11** * Discussion: ASB Digital Piggybank – response post due by **Sunday, March 14** |
| 9 | March 15 | Major Case Study #3: Starbucks | * Case: Starbucks – Mobile Marketing / Brand Loyalty | * Major-Case Reflection #3: Starbucks – due by **Sunday, March 21** |
| 10 | March 22 | Email Marketing | * eMarketing, Chapter 18 | * Discussion: Global Giving – initial post due by **Thursday**, **March 25** * Discussion: Global Giving – response post due by **Sunday**, **March 28** |
| 11 | March 29 | Social Media Marketing | * eMarketing, Chapter 13 * eMarketing, Chapter 16 * eMarketing, Chapter 17 | * Discussion: Fjordland – initial post due by **Thursday**, **April 1** * Discussion: Fjordland – reply post due by **Sunday**, **April 4** |
| 12 | April 5 | Major Case Study #4: WestJet | * Case: West Jet – New Social Media Platform Adoption | * Major-Case Reflection #4: West Jet – due by **Sunday**, **April 11** |
| 13 | April 12 | Conversion Optimization and Data Analytics | * eMarketing, Chapter 20 * eMarketing, Chapter 21 | * Discussion: eFinancialCareers – initial post due by **Thursday**, **April 15** * Discussion: eFinancialCareers – reply post due by **Sunday**, **April 18** |
| 14 | April 19 | Major Case Study #5: Audio Advice | * Case: Audio Advice – Shifting to Online Retail / Sub-Branding | * Major-Case Reflection #5: Audio Advice – due by **Sunday**, **April 25** |
| 15 | April 26 | **Final Exam – must be taken by Thursday, May 6 (11:59 p.m. EST)** | | |