

**COB Vision**

Our vision is to be a recognized leader in developing business talent and ideas that create growth and opportunity in Arkansas and globally.

COB Statement of Mission and Core Values

We educate a diverse population of current and future business professionals to successfully and ethically meet the challenges of the global business environment. Through active engagement with the local, regional, national, and global communities, our faculty strive to deliver a high-quality business education via experiential education, a relevant curriculum, and scholarly contributions. We pursue continuous improvement opportunities to add value for our College and its stakeholders.

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

Course Information

Course Number:	MKTG 3355
Course Name:	Digital Marketing
CRN:	28210
Semester:	Spring
Location:	COB 210 (M) COB 310 (W)
Class Hours: 9:00-9:50 a.m.	

Instructor Information

Name:	Susan Myers
Office Location:	COB 312D
Work Email:	smyers@uca.edu
Phone: 450-5323	Please email for quickest response.
Office Hours:	MW 8:30-9:00; 10:00-11:00; 1:00-2:15; F 8:30-11 or by appointment

Prerequisites:

MKTG 2350 (Basic Marketing) **or** MKTG 3350 (Principles of Marketing) is required for this course.

Textbook and Instructional Materials Required:

Social Media Marketing (3rd edition)

Tuten & Solomon

ISBN-10: 1526423871

ISBN-13: 978-1526423870

You must have a gmail account other than your UCA account.

You must have a Facebook account.

PLEASE remember all of your passwords or write them somewhere where you can access them easily.

Course Description:

An elective course in the marketing major and minor. Course examines types of media that are relatively new for marketers. These include social media, social networks, blogs, podcasts, websites, etc. The course also aims to instruct students on how these media can be used and integrated into existing promotional plans. Additionally, the course outlines some of the avenues for advertising across online media platforms and how to analyze available information about the online brand and online media presence.

Course Objectives:

The marketing landscape is constantly changing. With these changes, marketers and marketing managers are forced to adapt, but may be better served to embrace new media options and the advantages that these types of media may offer. This course is meant to increase student knowledge of evolution of media and prepare them to adapt to the changing landscape. In addition, the course is meant to:

- Earn Google AdWords certification.
- Effectively use WordPress blogs

- Introduce Google Analytics
- Develop a basic understanding of advertising on Facebook, Instagram, and Twitter
- Understand the basics of social media marketing.
- Encourage academic thought and creativity.
- Understand and evaluate the changing landscape of new media used in marketing

These goals will be achieved in part by utilizing a colloquium format where both the instructor and the students present their thoughts and views on the topics at hand.

Course Delivery Method:

Uses a mix of lecture, discussion, lab work, writing assignment, and video assignments.

Grading:

Grades will be assigned according to the following scale:

A	>= 90	720 points
B	>= 80 and < 89.5%	640 points
C	>= 70 and < 79.5%	560 points
D	>= 60 and < 69.5%	480 points
F.	< 59.9	

The various components of your grade are weighted as follows

Blogs	100 points
Blog Comments	50 points

Chapter Quizzes	100 points
Lab Assignments	100 points
Lecture Attendance	50 points
Other Assignments and quizzes	100 points
Class Discussion Bonus	

Online Courses

Facebook Blueprint	50 points
Google Adwords	50 points

Google Exams

AdWords Exam	100 points
Display or Search Exam	100 points

There will be a total of 800 points for the class.

I do not use the +/- system. Semester grades will be reported through normal university channels with no exceptions. I do not provide grades via e-mail or phone.

Description of Major Deliverables/Course Requirements

Each Monday	Lecture Attendance Points
Each Wednesday	Assignments (in computer lab 310)
Each Friday	Online quizzes will be due. Video assignments and additional assignments as assigned.
March 15	AdWords Fundamentals module due.
March 15	AdWords Fundamental Exam Due
April 12	Facebook Blueprint due
May 24	AdWords Certification due (two tests completed)
May 1	AdWords retakes due

Evaluations

Evaluations

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

Policies and Procedures:

ATTENDANCE, TARDINESS, AND PROFESSIONALISM

On time attendance is expected. It is very disruptive to the class if you are late. I understand that circumstances may cause you to be late on a *rare* occasion. However, if you continually enter the class late, you *may* not receive attendance credit. I regularly give points for class attendance. I am not obligated to give those points to anyone who is perpetually tardy. If you **must** leave early, please let me know **before** class, sit near the door, and then please leave quietly. On test days, you **MUST** be seated within 15 minutes of the start of class; students will not be permitted to enter the room after this time. In this case, the student will receive a “zero” for the test.

Since class lectures and discussions will often include material not covered in the textbook, the material may be difficult to follow from other students' notes. Since all material discussed in class can be on the exams, it is highly recommended that you attend class on a regular basis.

During class periods, I expect you to conduct yourself in a professional manner. **This means no crossword puzzles, newspapers, surfing the Internet, continuous talking or other activities. Cell phones and beepers must be turned OFF during class.** Laptops or other electronic devices are only permitted with prior approval from the instructor. Approval must be approved on each occasion of use. Students may be required to sit in the front row if laptops are used during lectures. Seriously. I know that you are on Twitter.

Unprofessional conduct *will* result in a reduction of your final grade. **IF YOU TEXT MESSAGE IN CLASS, YOU WILL BE ASKED TO LEAVE.** Okay, you won't, but it is rude, and the reality is that it is a terrible compulsion that you should learn to control now. I promise the world will not fall apart in 50 minutes. If you are in a situation where you have to monitor your phone due to emergency circumstances, I understand and ask you to be discreet.

February 5, Tuesday

Final date to officially withdraw from classes or the university with a W grade unless already dropped for non-attendance. After this date, no withdrawals are permitted and no W grades are recorded.

ASSESSMENTS

An assessment will be given for each week's material. Your score for assessments will be based on your overall percentage score on all of the available assessments (thus if you got 94% of all of the assessment questions correct, you will receive 94 points). Assessments will be online and should be completed before the due dates.

Although all the text material may not be covered in class, students are responsible for all assigned readings and handouts. Of course, anything discussed in class or presented on video or by guest speakers may be included on the exams.

LECTURE ATTENDANCE

5 points will be awarded for attendance on lecture days and presentation days. These points make up 50 points toward your final grade.

LAB ASSIGNMENTS

Students will be expected to be in class to complete assignments. Classes on Wednesday will take place in COB 310. Each assignment will be worth 10 points. Assignments can be made up for full credit for school related activities. Many labs build on the content of the previous lab, so if you miss the assignment in class, you may still want to make up the lab in order to complete later assignments. Labs will have a password that I will give in class. Sharing this password with classmates will result in an automatic zero. Password will be available after the class on request. Many of the lab assignments are things that you will absolutely have to do anyway to receive credit for other items (i.e. your blog). Occasionally, out of class assignments may also be given. Your lab grade will be calculated using your percentage score for ALL lab assignments, but this score will be curved by +10. (If you earn 70% of the points, your score for lab assignments will be 80/100). Again, do not trust the total points on blackboard because your final points will not be calculated until the end of the course.

OTHER ASSIGNMENTS

A variety of other assignments will be given online or in class. These assignments will make up a total of 100 points. This will include several quizzes for videos that you will be expected to watch outside of class along with assorted online assignments that will available on blackboard.

We will discuss these outside assignments in class. Students will have an opportunity to earn bonus points for participating in the discussion.

BLOGS

As part of this class, I will expect you to keep a Blog. Please visit wordpress.com to set up you individual blog page. You may choose any topic as the theme of your blog. Student life, a hobby, a favorite activity, a talent, a passion, educating, entertaining, cooking, exercise, music, faith, sports ...whatever you can commit to...but the theme must be consistent throughout the semester. Really the only topic that I will

not allow is a generic “all about my life” topic. It is just too difficult to put together a good blog with this topic. You will be expected to post at least one blog post each week in the semester.

- You will be expected to post to your blog each week. You will not receive credit for that week even if you post two blogs the next week. You will not receive credit if you post 12 blogs the last week of the semester--under any circumstances.
- To receive full credit for this assignment you will be expected to have 12 blog posts.
- Each post should have around 250 words or original content. It is okay for you to share and repost pieces of content, but you need to add to that. For instance, reposting a recipe does not meet the guideline.
- Each blog post should contain a picture.
- Due dates will be posted on the Blackboard calendar.
- There will be a couple of opportunities to makeup one or two blogs that you might have missed.
- There is some flexibility. I don't require that you post on the same day each week. So, you might post one blog on Monday then another blog on Saturday. While technically in the same week, I will give credit for both blogs. As a rule, I expect your blogs to be 4-10 days apart.

BLOG COMMENTS

In addition to posting, you will be expected to read and comment on the blog posts of the other students in the course. These comments will be part of your assignment score.

In order to receive credit for this activity, you will be expected to attach a summary of your blog comments in the appropriate place on blackboard. This will be due on the first of each month. This is easy to do from the wp-admin page of your blog, and step by step directions are available in the blackboard assignment box.

GOOGE ADWORDS

Part of the requirements for this class include completing the Google AdWords certification course. You will be expected to complete the modules for the Fundamentals of AdWords. I recommend that you consider completing other modules, but you will only earn points for the fundamentals course. You will be expected to **screenshot** the Google Advertising Academy page that shows your progress on the modules and attach on blackboard assignment to receive a grade.

In addition to completing the modules, you will be expected to complete the Fundamentals of AdWords exam along with either the search or display advertising exams. You will need to attach a screenshot of your certificate from Advertising Academy to the blackboard assignment. An 80% is required on each test to receive the AdWords certification. You do not have to complete the certification to pass the course, BUT, if you do not pass the fundamentals certification test, you cannot take the second exam. In addition, if you do not score at least an 80%, you will need to screenshot or take a photo of your score in order to receive credit.

Google will allow you to retake the exams after a certain period of time has passed. I will replace grades with retake scores. These exams are not easy. Be aware that you will need to be prepared before taking the exam. We will make an effort to review in class.

FACEBOOK BLUEPRINT

Facebook also has an online certification course. We will not be completing the certification in this class, but you will be expected to completed several of the online courses including:

1. Promote Your Business From Your Facebook Page
2. Create Facebook Ads
3. Edit and Manage Facebook Ads
4. Understanding Campaign Performance with Ads Manager
5. Targeting: Core Audiences
6. Building Your Mobile Presence With Instagram Business Tools
7. Audience Network Native Ads
8. How to Buy Instagram Ads
9. Course of your choice
10. Course of your choice.

LATE WORK

Many reasons are given for late work (e.g., flat tires, printer problems, illness, oversleeping, etc.) No matter the reason, the bottom line is 1) the work was completed and turned in on time or 2) the work was not completed and not turned in on time. There is, therefore, no provision for late work on any assignments. Plan and schedule your time and have back-up systems in place so you can complete your work on time. Meeting deadlines is critical to success in business. I suggest you begin now to develop good work habits. In the case of truly extenuating circumstances, please see me as soon as possible!

ACADEMIC HONESTY

Plagiarism is “stealing the ideas or words of another’s and passing it off as one’s own.” It includes using someone else’s work and not crediting the source properly. This means that anything published anywhere – including a Website – cannot be lifted and put in a paper with your name on it. For example, a discussion of the General Mills company at the GM website cannot be copied and pasted into your report. This is plagiarism and will be treated as such. What you can do is rewrite the paragraph **IN YOUR OWN WORDS**. Another option is to use a sentence as is and put it in quotes, and cite the source and the page number. You **MUST** include the site name in your reference list regardless of how you use the information, as long as the information is in your report. The professor regards **ALL TYPES** of dishonesty as serious and will pursue appropriate action in accordance with university policy. Please refer to the UCA Student Handbook for specific guidance relating to the Academic Honesty Policies (pp 40-42).

Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Title IX

"If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <https://uca.edu/titleix>."

Emergency Procedures Summary (EPS):

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Required Materials/Competencies/Resources:

Faculty may add other materials as necessary for their class

Accreditation & Assurance of Learning

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.