Standard Course Outline
MKTG 663
Seminar in Social and Digital Media Marketing

General Information:

Units: 3 credits
Prerequisites: MKTG 500
Course Coordinators: Chair/Various professors
Date Prepared: April 2013

1. Catalog Description:
The role of social and digital media in marketing such as e-commerce, search optimization, mobile applications, online communications, and gaming. Digital analytics, analysis of business models, and future trends.

2. Curriculum Justification:
With the continuous rapid development of new technologies, the focus of marketing has expanded to include aspects such as viral marketing through online social networks, online consumer communities, and online conversations. This course explores the use of social and digital media to fulfill the needs of marketers and consumers, and to gain an appreciation of evolving social and digital marketing strategies.

3. Course Objectives:

- **Learning goals – Critical Thinking and Business Functions:** Students will develop an understanding of the steps that consumers and marketers go through in their decision-making process in virtual environments, integrate marketing knowledge in relation to social and digital media, and apply it to develop marketing strategies and tactics.

4. Outline of Subject Matter:
The following is a listing of topics that will be covered in this course. Due to the dynamic nature of the topic area, this list will change frequently to include new and emerging topics and to delete ones rendered no longer as important. This list does not preclude other topics that are part of Social and Digital Media or the depth of some topics.

<table>
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<tr>
<th>Topics</th>
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<tbody>
<tr>
<td>1. Introduction to Social and Digital Media</td>
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<td>2. The Changing Marketing Environment</td>
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<td>3. Social Media</td>
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<td>4. Online Branding</td>
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<td>5. Online Consumer Behavior</td>
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<td>6. Online Advertising and Communications</td>
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<td>7. Web Metrics and Analytics</td>
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5. Methods of Instruction:
   a. There must be at least one major project in the course:
      - The project should require students to generate ideas that are readily implemented.
   b. Additional Active Learning tasks that can also be used in the course include:
      - Individual participation in and discussions of weekly topics.
      - Case discussions that include Harvard, Stanford, Ivey, and other advanced cases for MBA level courses.

   Due to the dynamic nature of the subject matter, course materials are based on the most current and available pertinent readings.

c. Multiple-choice exams are not allowed.
d. All written individual and team assignments must be submitted through plagiarism detection software programs such as Turnitin.

6. Instructional Policies:

   - **Grading Policy:**
     - Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade. See academic senate policy (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)

   - **Policy on Classroom Behavior:**
     - All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
     - Students are responsible for what material was covered if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
     - Talking and other disruptive behavior are not permitted while classes are in session.

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1 Please refer to the university website for the latest policy.
Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below.

It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.

- **Policies on Withdrawal, Late Withdrawals, and Incompletes:**
- The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require appropriate signatures.

- **Academic Integrity:**
  - Students are expected to do **original** work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA (http://www.csulb.edu/colleges/cba/dean/academic-integrity/) and University policies regarding Academic Integrity (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/). Please avoid an embarrassing or unfortunate situation.

- **Campus Computer/Network Usage:**
  - Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and Use of CSULB Computing Resources”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

- **Disabilities:**
  - Disabled Students Services (DSS): This is a student support service within the Student Services Division. The DSS Mission is to assist students with disabilities as they secure their university degrees at CSULB.
  - It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.