

Standard Course Outline

MKTG 437 Digital Marketing & Media

I. General Information:

Units: 3 credits

Prerequisites: MKTG 300 and IS 301 (IS 301 waived for Marketing minors)

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II. Catalog Description:

The role of digital media (e.g., e-commerce, social media, search optimization, mobile applications, online video, gaming) in consumer behavior and implications for marketing strategies. Digital marketing metrics, analysis of online business models, and future trends in digital marketing also discussed. Letter grade only (A-F).

III. Curriculum Justification:

The impact of the Internet and other digital media has exploded in recent years. With the rapid development of new technologies, the focus of marketing has also expanded to include aspects such as viral marketing through online social networks, online consumer communities, and online conversations (between marketer and consumer, between consumer and consumer). This course seeks to understand the use of digital media to fulfill the needs of marketers and consumers, and to gain an appreciation of evolving digital marketing strategies.

The overarching purpose of this course is to prepare students to take on business leadership roles in the evolving information age.

IV. Course Objectives

- **Learning goals – Critical Thinking:** Demonstrate understanding of the various steps that consumers and marketers go through in their decision-making process in virtual environments, integrate marketing knowledge in relation to digital marketing and media, and apply it to develop marketing strategies.
- **Learning goals – Communication:** Students will demonstrate that they are able to work in teams via a team project. This project is also presented orally in class to develop oral communication skills.
- **Learning goals – Ethics:** Evaluate ethical decision-making in relation to digital marketing and media.

V. Outline of Subject Matter:

This is a listing of the subject matter that should 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 unimportant. This list does not preclude other topics that are part of the Digital Marketing area or the depth of some topics. The order of the topics listed below may be adjusted and some topics listed may be discussed together. Additional topics can be added to the course based on the instructor's preferences in teaching this course.



College of Business

1. Introduction to Digital Marketing & Course Overview
2. The Changing Marketing Environment
3. Social Media & Viral Marketing
4. Online Branding
5. Online Consumer Behavior
6. Online Advertising and Communications
7. Analytics
8. Virtual Worlds & Games
9. Privacy, Security, and Piracy on the Internet and Digital Devices
10. Mobile Marketing
11. Marketing Research on the Internet and Digital Media
12. Online Retailing and eCommerce
13. Online Business Models
14. Ethics in the Digital World

VI. Methods of Instructions:

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Classroom Activities

There must be at least one major project in the course. The group project should require students to generate ideas that are readily implemented.

Additional Active Learning tasks that can also be used in the course include:

- Individual participation and discussion.
- Participation (in-class) exercises that involve group work. Most texts have examples of these types of exercises.
- Formal presentation of group work (e.g., client projects, case studies).
- Exercises that include students actively working together either in class or outside of class on small projects, etc.

VII. Information about Textbooks/Readings

There is no standardized text for all sections of MKTG 437. Due to the absence of current textbooks that cover the required material, this course relies on professional hands-on books and additional assigned readings (e.g., Harvard Business School Publishers cases and readings).

VIII. Instructional Policies Requirements

C. 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.

- Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.
- See Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments.

D. 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 transpired 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.
- 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.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

E. 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 the signature of the instructor, the chairperson, and the Dean of the COB.

F. 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 the College of Business policy on academic integrity and the University's Academic Senate Policy Statement 08-02: Cheating and Plagiarism. Please avoid an embarrassing or unfortunate situation.

G. 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.

IX. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

X. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)