

Standard Course Outline

MKTG 663 Seminar in Social and Digital Media Marketing

I. General Information

- ♦ Course number: MKTG 663
- ♦ Title: Seminar in Social and Digital Media Marketing
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 500
- ♦ Course Coordinator: Department Chair/Various Professors
- ♦ Date prepared/revised: April 2013

II. Catalog Description

The role of social and digital media in marketing such as e-commerce, search optimization, mobile applications, online communication, and gaming. Digital analytics of business model, and future trends. Letter grade only (A-F).

III. Curriculum Justification(s)

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.

IV. 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.

V. 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.

1. Introduction to Social and Digital Media
2. The Changing Marketing Environment
3. Social Media

4. Online Branding
5. Online Consumer Behavior
6. Online Advertising and Communications
7. Web Metrics and 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 Instruction

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Classroom Activities

- There must be at least one major project in the course. The 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 in and discussions of weekly topics.
 - Case discussions that include Harvard, Stanford, Ivey, and other advanced cases for MBA level courses.
- Multiple choice exams are not allowed.
- All written individual and team assignments must be submitted through plagiarism detection software such as Turnitin.

C. Extent and Nature of Technology Use:

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.

VII. Information about Textbooks/Readings

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

VIII. Instructional Policies Requirements

A. 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](#).

B. 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](#).

C. 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.

D. 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.

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](#)