

Course Last Updated 11/9/2024



University of
New Haven

Digital Marketing

Section I: Course Overview

Course Code: MKT340BCN

Subject Area(s): Marketing

Prerequisites: Prior to enrollment, this course usually requires you to have completed course work in the following subject area(s): Marketing.

Language of Instruction: English

Total Contact Hours: 45

Credits: 3

Course Fees: none

Course Description

This digital marketing course aims at answering how to professionally present, promote, and place what we want an audience to sell and buy online, considering the most effective and attractive resources to do it. To that end, a semester will be devoted to exploring the “Three Ts of Marketing.” This course will focus on trade, trends, and tools in both theory and practice. Readings, debates, guest speakers, and multiple activities will provide students with insight and expertise in a growing and attractive field.

Learning Objectives

Upon successful completion of this course, students are able to:

- Analyze the core characteristics of modern marketing, and their application to the digital setting.
- Classify professional profiles related to digital marketing
- Identify the most relevant trends connected to digital marketing that shape our roles as both companies and customers in digital environments.
- Develop a marketing plan using the knowledge of strategic, operational, and technological aspects (e.g. social media) of digital marketing.
- Apply the concepts of trade, trends, and tools to devise a real-world marketing project.

Section II: Instructor & Course Details

Instructor Details

Name: [See term syllabus]

Contact Information: [See term syllabus]

Term: [See term syllabus]

Course Day and Time: [For term syllabus, enter the day and meeting times of the course]

Office Hours: [By appointment, or specified in term syllabus]

Grading & Assessment

The instructor assesses students' mastery of course learning objectives by using the forms of assessment below. Each of these assessments is weighted toward the final grade. The Assessment Overview section provides further details for each.

Engagement – 10%

Quiz – Principles, Roles, & the Digital Marketing Funnel - 10%

Group Project 1 – Digital Distribution Channels - 10%

Group Project 2 – E-commerce Management - 10%

Group Project 3 – Inbound Marketing Tools and Strategy - 10%

Group Project 4 – Metrics in Digital Marketing - 10%

Digital Marketing Project - 20%

Final Exam - 20%

Assessment Overview

This section provides a brief description of each form of assessment listed above. Forms of assessment may be slightly modified in the term syllabus.

Engagement (10%): Students are expected to be engaged in class, to have read the [CEA CAPA Engagement Policy](#), and to understand the [Class Engagement Rubric](#) that outlines how engagement is graded.

Quiz – Principles, Roles, & the Digital Marketing Funnel (10%): This quiz intends to assess your progress in understanding the digital marketing sector and your ability to synthesize and apply your newly acquired knowledge. Questions will address the grounding principles of digital marketing, the professional roles connected with it, the marketing funnel in the digital realm and the various trends associated with it.

Group Project 1 – Digital Distribution Channels (10%): Students will work in small groups to investigate one of the digital distribution channels most commonly used today (direct sales, online stores, sales clubs, social media, marketplaces etc.) and will then present a PowerPoint with the outcomes of their research.

Group Project 2 – E-commerce Management (10%): Students will work in small groups to conduct a deep dive into an e-commerce tool that their assigned channel might use. Covered topics include:

online sales strategy, customer acquisition, conversion, and operations. Students will present their findings to the class through PowerPoint.

Group Project 3 – Inbound Marketing (10%): The third project focuses on the philosophy and strategy of inbound marketing. Students will prepare and present a content strategy for an assigned product or service. The goal is to capture customer attention through effective content creation, position their brand, create leads and manage the customer journey throughout the marketing funnel.

Group Project 4 – Metrics in Digital Marketing (10%): In the last of the structural projects, students will be assigned a fictitious company and are required to identify a range of important metrics (e.g. North Star metrics, NSM, or other key measurements of success) that best aligns with the company's core business objectives and then optimize the metric for success. Findings will be presented in class.

Digital Marketing Project (20%): For the final project, each student will be asked to create a personal project involving digital marketing. Although the details of this project will be presented once the semester starts, students will offer a new product or service and provide a digital marketing strategy for it. In this project, students will demonstrate their understanding of emerging trends contouring companies/clients in the digital sector, practice with key social media platforms and tools to develop their own marketing project and reflect on the links between trade, trends, and tools to be able to devise, project, and successfully apply their marketing project to the real world.

Final Exam (20%): The final exam is designed to establish and communicate the student's progress in the course towards meeting the established learning objectives listed in the syllabus above. The final exam will assess the student's abilities in three important areas of competency: the amount of information the student has mastered; the accuracy of the information the student presents; and the significance the student ascribes to the facts and ideas the student has integrated across their study in this course. The final exam will cover all course material including the required readings.

Active Learning

Experiential learning is an essential component of education abroad, and participation in field studies is a required part of coursework. In this course, students explore the city in which they are studying using a variety of methods. This provides the opportunity to gain nuance and perspective on the host context and course content, as well as to collect information and resources for assigned papers, projects, and presentations.

- Field Study: Visit to digital marketing agencies
- Guest speaker: Local entrepreneur and directors from local promoters.

Readings and Resources

The below readings and resources are representative of what will be assigned as required in this course, but may vary slightly in the term syllabus.

All students are given access to the online library of the University of New Haven (UNH), accessible [here](#), and are expected to comply with [UNH Policies](#) regarding library usage.

Wherever possible, required readings are made accessible through the online library or Canvas. Students are responsible for obtaining all required readings.

Each course utilizes Canvas as its LMS. Students are expected to check Canvas regularly for updates and deadlines. Canvas is also the primary platform for contacting your instructor in case of questions or concerns about the course.

Required

Kingsnorth, S. *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. Kogan Page, London, 2016, 344pp.

Kotler, P. et al. *Marketing 4.0: Moving from Traditional to Digital*. Wiley John and Sons, Hoboken, 2017, 208pp.

Ries, A & Trout, J. *The 22 Immutable Laws of Marketing*. NYC, NY HarperCollins, 1994, 160 pp.

SELECTED READING(S): The selected readings for this course are listed below. You will not need to purchase these readings; the instructor will provide these selected readings to you in class (either in paper or electronic format).

Avery, J & Israeli, A. *Influencer Marketing*. Published on March 6, 2020.

<https://store.hbr.org/product/influencer-marketing/520075>.

Becker, John. *How to Do a Competitive Analysis in 5 Easy Steps*. IMPACT. Published on April 10, 2020. <https://www.impactbnd.com/blog/5-ways-to-perform-a-competitive-analysis-establish-your-presence>

Carroll, David. *United Breaks Guitars Story & Case Studies*.

<https://www.davecarrollmusic.com/united-breaks-guitars-story-and-case-studies/>

Dawar, Nirah. *Marketing in the Age of Alexa*. Harvard Business Review. Published in May 2008.

<https://hbr.org/2018/05/marketing-in-the-age-of-alexa>

Digital Disruption: What Is It and How Does It Impact Businesses? Oxford College of Marketing. Published on February 22, 2016.

<https://blog.oxfordcollegeofmarketing.com/2016/02/22/what-is-digital-disruption/>

Dimension: Communication Planning in a Disrupted World. Kantar Media. Published on April 20, 2017. <https://www.kantarmedia.com/us/thinking-and-resources/reports/dimension-communication-planning-in-a-disrupted-world>

Gillum, Scott. *Three Hidden Reasons Why Brands Struggle with Authenticity*. Ad Age. Published on July 2, 2015. <http://adage.com/article/agency-viewpoint/hidden-reasons-brands-struggle-authenticity/299304>

Google Analytics for Beginners. Google. <https://analytics.google.com/analytics/academy/course/6>

Google Ads Search Certification. Skillshop. <https://skillshop.exceedlms.com/student/path/18128-google-ads-search-certification>

Gregory, Sonia. *19 Important Digital Marketing Metrics for Measuring Success*. Fresh Sparks. Published on August 13, 2019. <https://freshsparks.com/digital-marketing-success/>

McPherson, Susan. *8 Corporate Social-Responsibility (CSR) Trends to Look For in 2018*. Forbes. Published on January 12, 2018) <https://www.forbes.com/sites/susanmcpherson/2018/01/12/8-corporate-social-responsibility-csr-trends-to-look-for-in-2018/>

Morrison, Kimberlee. *The Power of Brand Authenticity on Social Media [Infographic]*. Ad Week. Published on April 6, 2015. <http://www.adweek.com/socialtimes/the-power-of-brand-authenticity-on-social-media-infographic/618262>

Smith, Aaron & Anderson, Monica. *Social Media Use in 2018*. Pew Research Center. Published on March 1, 2018. <http://www.pewinternet.org/2018/03/01/social-media-use-in-2018>

Steenburgh, Thomas; Avery, Jill & Dahod, Naseem. *HubSpot: Inbound Marketing and Web 2.0*. Harvard Business Review. Published on May 15, 2009. <https://store.hbr.org/product/hubspot-inbound-marketing-and-web-2-0/509049>

What is Inbound Marketing? HubSpot. <http://www.hubspot.com/inbound-marketing>

VMO. *A/B Testing Guide* <https://vwo.com/ab-testing/>.

Whitler, Kimberly A; Boyd, D. Eric & Morgan, Neil A. *The Criticality of CMO-CIO Alignment*. Harvard Business Review. Published on May 1, 2017. <https://store.hbr.org/product/the-criticality-of-cmo-cio-alignment/BH808>

Recommended

Charlesworth, A. *Digital Marketing: A Practical Approach*. Routledge, London, 3rd edition, 2014, 368pp.

Davenport, Thomas H. & Ronanki, Rajeev. *Artificial Intelligence for the Real World*. Harvard Business Review. Published in January 2018. <https://hbr.org/2018/01/artificial-intelligence-for-the-real-world>

Davis, Chris; Hieronimus, Fabian; Singer, Marc & Dahlstrom, Peter. *The Rebirth of the CMO*. Published on August 5, 2014. <https://hbr.org/2014/08/the-rebirth-of-the-cmo>

Dodson, I. *Art of Digital Marketing*. Wiley Academic, Hoboken, 2016, 400pp.
Hubspot Academy <https://academy.hubspot.com/>

Papachristos, Anna. *Digital disruption: 101: How Customer Behaviors Impact Strategic Innovation*. <https://www.ttec.com/articles/digital-disruption-101-how-customer-behaviors-impact-strategic-innovation>

Rosenbaum, Mark, Losada Ojalora, Mauricio & Contreras Ramirez, German. *How to Create a Realistic Customer Journey Map*. Harvard Business Review. Published on January 1, 2017. <https://store.hbr.org/product/how-to-create-a-realistic-customer-journey-map/BH792>

Tripodi, Joe. *Coca-Cola Marketing Shifts from Impressions to Expressions*. Harvard Business Review. Published on April 27, 2011. <https://store.hbr.org/product/coca-cola-marketing-shifts-from-impressions-to-expressions/H00766>

Videos

- Kipp Bodnar (Hubspot) on Spotting AI hype | TNW Conference (2018) <https://www.youtube.com/watch?v=RjRFp3c7oYM&t=162s>
- Introduction to Amplitude Analytics | Paul Koullick (2018)
- The Future of Shopping | Bain & Company (2013) https://www.youtube.com/watch?v=ssPjL9P2_Ww
- The Science of Shopping and Future of Retail: Devora Rogers | TEDxWakeForestU (2013) <https://www.youtube.com/watch?v=qVJAR5eGOKA>
- Forbes CMO Interviews https://www.youtube.com/watch?v=BWE_jGmPrMc
<https://www.youtube.com/watch?v=S1oaW1xIoUI>
https://www.youtube.com/watch?v=IWBFTjUik_8

Online References & Research Tools

- Dictionary of the American Marketing Association <https://www.ama.org/resources/Pages/Dictionary.aspx>
- Statista: The Statistics Portal <https://www.statista.com>
- Social Media Examiner <https://www.socialmediaexaminer.com>
- Internet & Tech Interactives <http://www.pewinternet.org/category/interactives>
- Pew Researcher Center: State of the News Media <http://www.pewresearch.org/topics/state-of-the-news-media>
- Big Bang Data: Exhibition Series <http://bigbangdata.cccb.org>
- Mary Meeker's Most Important Trends on the Internet
- <https://www.vox.com/recode/2019/6/11/18651010/mary-meeker-internet-trends-report-slides-2019>

Course Calendar

Session 1	
Topics	Course Introduction: Review Syllabus & Classroom Policies What is Marketing? (I) The Discipline & The Digital Evolution
Activity	Course Overview Lecture & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kingsnorth. Ch. 1 (5-29pp) • Kotler et al. Ch. 4 (87-104pp)

Session 2	
Topics	What is Marketing? (II) Strategic & operational marketing in a marketing plan
Activity	Lecture & Discussion Group Activity Practicing with positioning maps
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Kingsnorth. Ch. 2 to 4 (30-88pp) • Kotler et al. Ch. 8 (181-199pp) <i>Dimension: Communication Planning in a Disrupted World.</i>

Session 3	
Topics	Digital Marketing Trade
Activity	Debate What is a (successful) marketer?
Readings & Assignments	Viewing: Forbes CMO Interviews

Session 4	
Topics	Digital Marketing Tools: Web 2.0 & Social Media Platforms
Activity	Lecture & Discussion Group Activity SWOT analysis of social media platforms
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Kingsnorth. Ch. 5 to 8 (89-164pp) • Kotler et al. Ch. 10 & 11 (226-271pp)

Session 5	
Topics	Marketing Digital Transformation
Activity	Lecture & Case Discussion Group Activity Case Study
Readings & Assignments	Reading: <ul style="list-style-type: none"> • <u>Davis</u>, Hieronimus, Singer & Dahlstrom. <i>The Rebirth of the CMO.</i> Quiz: Principles, Roles & the Digital Marketing Funnel

Session 6	
Topics	Data Driven Marketing
Activity	Lecture & Discussion Group Activity
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Google Analytics for Beginners

Session 7	
Topics	Digital Advertising
Activity	Lecture & Discussion Group Activity Compare with Facebook Ads
Readings & Assignments	Assignment: <ul style="list-style-type: none"> • Google Ads Search Certification.

Session 8	
Topics	New Consumer Behaviour in the Digital Age I
Activity	Lecture & Case Discussion Group Activity Case study
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Dawar. Marketing in the Age of Alexa.

Session 9	
Topics	New Consumer Behavior in the Digital Age II
Activity	Lecture & Case Discussion Group Activity
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Whitler, Boyd & Morgan. The Criticality of CMO-CIO Alignment.

Session 10	
Topics	Digital Disruption
Activity	In-Class Work Groups
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Papachristos. <i>Digital Disruption 101</i> Briefing: Group Project 1

Session 11	
Topics	Digital Distribution Channels
Activity	Group Presentations
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Morrison. <i>The Power of Brand Authenticity on Social Media [Infographic]</i>. • Gillum. <i>Three Hidden Reasons Why Brands Struggle with Authenticity</i> Presentation: Group Project 1

Session 12	
Topics	E-commerce I
Activity	Lecture & Discussion Group Activity
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Ries & Trout. Ch. 5 & 6. Viewing: <ul style="list-style-type: none"> • The Science of Shopping and Future of Retail https://youtu.be/qVJAR5eGOKA Briefing: Group Project 2

Session 13	
Topics	E-commerce II
Activity	Group Presentations
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Ries & Trout. Ch. 7 & 8 Viewing: <ul style="list-style-type: none"> • The Future of Shopping https://youtu.be/ssPjL9P2_Ww Presentation: Group Project 2

Session 14	
Topics	Values Based Marketing & Authenticity
Activity	Lecture & Discussion Group Activity Case Study
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Becker. <i>How to Do a Competitive Analysis in 5 Easy Steps.</i> • Morrison, Kimberlee. <i>The Power of Brand Authenticity on Social Media</i>

Session 15	
Topics	Consumer Journeys & Buying Behavior
Activity	Lecture & Discussion Group Activity
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Davenport & Ronanki. <i>Artificial Intelligence for the Real World.</i> • Rosenbaum, Losada Otalora & Contreras Ramirez. <i>How to Create a Realistic Customer Journey Map.</i>

Session 16	
Topics	Inbound Marketing I
Activity	Lecture & Discussion Group Activity Practicing content marketing
Readings & Assignments	Readings: <ul style="list-style-type: none"> • <i>What is Inbound Marketing?</i> Briefing: Group Project 3

Session 17	
Topics	Inbound Marketing II
Activity	Group Presentations
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kotler et al. Ch. 5 & 6 (105-159pp) • Kingsnorth. Ch. 13 & 14 (231-283pp) Presentation: Group Project 3

Session 18	
Topics	Class Challenge: Social Media Crisis
Activity	Lecture & Discussion Individual & Group Activity
Readings & Assignments	Case Study: <ul style="list-style-type: none"> • United Breaks Guitars

Session 19	
Topics	Machine Learning & Neural Marketing
Activity	Lecture & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kipp Bodnar (Hubspot) on Spotting AI hype https://www.youtube.com/watch?v=RjRFp3c7oYM&t=162s

Session 20	
Topics	Real Time Marketing I
Activity	Lecture & Discussion Group Activity
Readings & Assignments	Readings: <ul style="list-style-type: none"> • A/B Testing Guide, VMO

Session 21	
Topics	Influencer Marketing
Activity	Lecture & Discussion Group Activity
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Influencer Marketing Harvard Business Review

Session 22	
Topics	Platforms & Platform Marketing
Activity	Lecture & Discussion Group Activity
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Ries & Trout. Ch. 1 & 2.

Session 23	
Topics	Guest Lecture
Activity	Guest Lecture
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Tripodi. <i>Coca-Cola Marketing Shifts from Impressions to Expressions.</i> • Ries & Trout. Ch. 3 & 4

Session 24	
Topics	HubSpot
Activity	Workshop Case Study
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Steenburgh, Avery & Dahod. <i>HubSpot: Inbound Marketing and Web 2.0</i>. • Review <i>Hubspot Academy</i> • Ries & Trout. Ch. 9 – 12.

Session 25	
Topics	Metrics in Digital Marketing I
Activity	Lecture & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Gregory. <i>19 Important Digital Marketing Metrics for Measuring Success</i>. • Ries & Trout. Ch. 12 – 18 Briefing: Group Project 4

Session 26	
Topics	Metrics in Digital Marketing II
Activity	Group Presentations
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Ries & Trout. Ch. 18 – 22 Viewing: <ul style="list-style-type: none"> • Introduction to Amplitude Analytics https://youtu.be/50cYf1w_lg Presentations: <ul style="list-style-type: none"> • Group Project 4 Briefing: <ul style="list-style-type: none"> • Digital Marketing Plan

Session 27	
Topics	Project Presentations I
Activity	Project Presentations & Debate
Readings & Assignments	Presentations: <ul style="list-style-type: none"> • Digital Marketing Plan

Session 28	
Topics	Project Presentations II
Activity	Project Presentations & Debate
Readings & Assignments	Presentations: <ul style="list-style-type: none"> • Digital Marketing Plan

Session 29	
Topics	The Future of Digital Marketing: Individual contributions & class discussion
Activity	Course Wrap Up
Readings & Assignments	

Session 30

FINAL EXAM

Section III: Academic Policies and Standards

Academic Policies

Students are expected to review and understand all CEA CAPA student policies, including our [Academic Policies](#) and [Engagement Policy](#). CEA CAPA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. Additional requirements that may be associated with a specific course or program are addressed in the term syllabus.

Student Learning & Development Objectives

CEA CAPA has identified [Student Learning and Development Objectives \(SLDOs\)](#) for all programs in all locations: content in context, navigating differences, power and equity, critical thinking and intellectual curiosity, career and professional development, and sustainability and migration. These are meta-level learning objectives that transcend coursework and are infused across all elements of program delivery, beyond specifics of course offerings, addressing student learning holistically and framing it a larger learning context.