Syllabus for MBA694-63: Digital Marketing (1 credit)

Course Description: This course will introduce students to the rapidly growing area of digital marketing. The focus will be on incorporating digital marketing into an organization’s overall marketing strategy. Specific topics will include search engine optimization, email marketing, mobile marketing, use of social media for marketing, and web-analytics. Instruction will be based on a balance of lectures and case-studies.

Course Objectives: This 1 credit graduate course is designed to transfer state-of-the-art knowledge about digital marketing to students. To this end, the lead instructor as well as expert guest speakers will interact closely with students in an experiential setting in order to approach the subject matter in a hands-on manner. Students will learn about various components of a digital marketing strategy and will practice search engine optimization techniques, social media tactics, and web-analytics.

Instructional Tools: The course is based on a mix of lecture, discussion, lab, and case analysis.

Student Evaluation: Assessment of students’ work will be based on in-class participation in case analysis as well as a written analysis of a case.

Written analysis of case: 80 points (problem identification, 10pts, evaluation of alternatives 30 points, numerical analysis 20 points, decision 10 points, professionalism 10 points)

Contribution to case discussion: 20 points

Total: 100 points

Special Needs: If you need accommodations because of special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, or if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please inform me immediately. Please see me privately in my office. To avail facilities provided by MSU, please contact Disabled Student Services (DSS) at 994-2824. You can find additional information about accommodations provided through DSS at www.montana.edu/wwwres

Academic Dishonesty: Any incident of academic dishonest (such as cheating on tests, facilitating cheating, plagiarism in case analysis, and cutting and pasting from websites without adequate citation of work etc.) will undoubtedly be reported to the relevant authorities. Academic dishonesty can result in suspension or even expulsion from UM. I reserve the right to use professional assistance to identify plagiarized work. If you are in doubt as to what constitutes academic dishonesty and plagiarism, or if you are aware of its occurrence, please contact me as soon as possible. All assignments in this class are individual. Please do not discuss any assignment with a fellow student outside of class. Collaborating with a student on an assignment will be considered cheating.

Conduct: Please treat class like you would treat work. This means, you may not enter class if you are more than 5 minutes late. You will be marked absent if you are late and you will not receive a score for any assignment, class participation, or other work that will be due on that day. Please turn off cell
phones before entering class. Cell phones should be in your back pack/purse and never on your person or on your desk. If your cell phone rings/vibrates during class, you will be asked to leave class and not return. You will also not receive credit for any assignment, class participation, or other work due in that class. Cell phones are not allowed as calculators during exams.