

## MKT-050: Digital Marketing

### Professional Education Course Syllabus

#### Course Description

The Digital Marketing program is designed to help students with an interest in marketing create a portfolio and begin an entry level position in the digital marketing field. The curriculum is a project-based course that blends marketing theory, critical thinking skills, and practical experience to prepare students for an entry-level position in a growth industry. Students will become proficient in advertising platforms such as Facebook, Google, Instagram, Twitter, and LinkedIn.

Our program provides a fast-paced, detailed curriculum with a full-breadth of digital marketing knowledge in order to be a competitive applicant in an ever-growing job market. Digital Marketing jobs are growing 112% faster than the U.S. national average job growth\*. Upon completion of the program students will be equipped with the tools to be successful at jobs such as marketing coordinator, social media advertising coordinator, branding coordinator, junior UX designer, and more.

In this 16-week program, students are taught foundational basics such as:

- Branding
- Market Research
- Digital Advertising
- Competitor Analysis
- Organic and Paid Media
- Google Analytics
- SEO
- Advertising Strategy
- Customer Personas
- Website Analytics, and more

\*Bureau of Labor Statistics

## Program Objectives

Week	Objectives
1 – Introduction to Digital and Strategy	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Understand the digital landscape and how digital has changed how we do business</li> <li>● Learn the latest stats on digital growth and trends in the industry, as well as where to find them</li> <li>● Understand the principles of a digital marketing strategy</li> <li>● Develop a business model canvas</li> <li>● Understand the importance of knowing your audience</li> <li>● Develop value proposition</li> <li>● Develop and understand your why</li> <li>● Learn and practice the importance of branding - voice, story and visual identity</li> <li>● Review your competitors using a SWOT</li> </ul>
2 - Planning Framework	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Understand Channels, the Customer Journey and Sales/Marketing Funnel Relationship;</li> <li>● Learn a Planning Framework for campaigns;</li> <li>● Set Objectives and KPIs;</li> <li>● Develop Customer Personas;</li> <li>● Understand how to measure using KPI's.</li> </ul>
3 - Data and Google Analytics	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Learn about the importance of data;</li> <li>● Learn about how Google Analytics works and how to set it up;</li> <li>● Learn how to navigate the interface;</li> <li>● Understand the insights that can be found in the key areas of the platform;</li> <li>● Learn about key features of Google Analytics, such as segments, goals, events and how to set these up;</li> <li>● Learn the importance of data insight, action and visualisation;</li> <li>● Use reports and dashboards.</li> </ul>

4 - Website UX	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Understand the importance of Website UX and best practice;</li> <li>● Learn Conversion Optimisation techniques;</li> <li>● Discover why a mobile first approach is important;</li> <li>● Learn some of the tools available to create your website or landing pages, e.g. Shopify;</li> <li>● Evaluate the role, design, functionality, and effectiveness of landing pages;</li> <li>● Create wireframes and mockups.</li> </ul>
5 - Content Marketing	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Find out the latest content trends;</li> <li>● How to develop a Content Strategy;</li> <li>● Develop Key Messaging Pillars following best practice;</li> <li>● Learn about content as it pertains to SEO;</li> <li>● Understand what makes good content and identify methods for creating valuable content;</li> <li>● Learn about repurposing content;</li> <li>● Learn how best to distribute content;</li> <li>● Learn how to amplify content;</li> <li>● Measure content performance.</li> </ul>
6 - Channels & Search Marketing	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Discover the importance of choosing the right channels;</li> <li>● Learn the fundamentals of Search Marketing;</li> <li>● Understand the different search platforms (Google, Bing, Ecosia etc.)</li> <li>● Differentiate between search engine optimization (SEO) and search engine marketing (SEM);</li> <li>● Undertake keyword research;</li> <li>● Create a Google Ads campaign;</li> <li>● Understand SEO principles;</li> <li>● Learn about on page and off page SEO;</li> <li>● Learn how to improve page rankings;</li> <li>● Use keyword tools (such as the Google Keyword Tool) for research;</li> <li>● Write best practice SEO for your website;</li> <li>● Learn how to measure SEO activities.</li> </ul>

7 – Social Media	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Understand the different social platforms and how they can be used;</li> <li>● Develop a Social Media Strategy;</li> <li>● Understand influencers, how to select them and your influencer outreach approach;</li> <li>● Plan and create content across your social channels;</li> <li>● Understand the role of and approaches to community management;</li> <li>● Identify metrics and KPIs for measuring social media performance;</li> <li>● Learn and practice how to develop paid social media campaigns.</li> </ul>
8 - Email Marketing	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Learn about Email Marketing and the importance of Data;</li> <li>● Understand CRM;</li> <li>● Learn methods of data collection</li> <li>● Learn about segmentation, personalisation and dynamic content;</li> <li>● Funnel Nurturing/Re-engagement;</li> <li>● Plan and prepare lifecycle marketing activities;</li> <li>● Plan, execute, and measure email marketing campaigns;</li> <li>● Learn and practice with common tools of the trade (e.g. MailChimp);</li> <li>● Understand how regulations impact email marketing;</li> <li>● Explain how email automation works;</li> <li>● Learn best practice for creating and sending email.</li> </ul>
9 - Display, Remarketing & Marketing Technology	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Understand display marketing and when to use it;</li> <li>● Practice creating display campaigns following best practice;</li> <li>● Learn about retargeting and how to set it up;</li> <li>● Learn about marketing technology and various tools available e.g. Chat bots, DM, tracking, research tools.</li> </ul>

10 - Content Management Systems	<p>Students will:</p> <ul style="list-style-type: none"> <li>• Learn about the main content management systems available to create websites;</li> <li>• Create a sitemap and wireframes;</li> <li>• Select a Content Management System to best suit their organization.</li> <li>• Practice creating a website home page using a Content Management System.</li> </ul>
11 - Conversion Tracking	<p>Students will:</p> <ul style="list-style-type: none"> <li>• Learn about link building and tracking;</li> <li>• Understand more about data analytics;</li> <li>• Learn how to use data to optimise campaigns;</li> <li>• Create a reporting dashboard;</li> <li>• Understanding and using data to inform future campaigns.</li> </ul>
12 - Project and agency management	<p>Students will:</p> <ul style="list-style-type: none"> <li>• Learn how to write a brief (design, development, content, agency);</li> <li>• Learn the importance of processes and procedures;</li> <li>• Learn how to create a project plan;</li> <li>• Learn agency selection and management methods.</li> </ul>
13 - Final project working	<p>Students will:</p> <ul style="list-style-type: none"> <li>• Improve existing skills by working on the Final Project.</li> </ul>
14 - Final project working	<p>Students will:</p> <ul style="list-style-type: none"> <li>• Improve existing skills by working on the Final Project.</li> </ul>
15 - Final project peer review critique	<p>Students will:</p> <ul style="list-style-type: none"> <li>• Practice teamwork and critical thinking by reviewing a peer's final presentation and developing critical feedback.</li> </ul>
16 - Final project working	<p>Students will:</p> <ul style="list-style-type: none"> <li>• Prepare and present their Final Project.</li> <li>• Submit their Final Project.</li> </ul>

## Grading Breakdown

Below is a breakdown of the assignments and quizzes that make up your final grade. The minimum grade required to successfully pass the program is a C or 70%, students must also complete and turn in each assignment to pass.

<b>Week</b>	<b>Assignment</b>	<b>Points</b>	<b>% of Total Grade</b>
1	Practical activities	12	3
2	Practical activities	12	3
3	Practical activities	12	3
3	Quiz	20	3
4	Practical activities	12	3
5	Practical activities	12	3
6	Practical activities	12	3
6	Quiz	20	3
7	Practical activities	12	3
8	Practical activities	12	3
9	Practical activities	12	3
9	Quiz	20	3
10	Practical activities	6	3
11	Practical activities	8	3
12	Practical activities	12	3
12	Quiz	20	3
15	Final Project Critical Peer Review	20	10
16	Final Project Presentation	20	12
16	Final Project Submission	60	30

## Practical Activities

The weekly Practical Activities are a vital component of the program and are worth an accumulative 36% of your overall grade. These assignments afford students hands-on experience with the subject matter and help students develop the skills necessary to become proficient digital marketers.

Week	Practical Activities
1 – Introduction to Digital and Strategy	<ol style="list-style-type: none"> <li>1. Develop a business model canvas</li> <li>2. Develop golden circle / value prop</li> <li>3. Branding</li> <li>4. Competitor SWOT</li> </ol>
2 - Planning Framework	<ol style="list-style-type: none"> <li>1. Customer journey mapping</li> <li>2. Set Objectives and KPIs</li> <li>3. Customer Personas</li> <li>4. Selecting Channels</li> </ol>
3 - Data and Google Analytics	<ol style="list-style-type: none"> <li>1. Google Analytics insights</li> <li>2. Custom segment</li> <li>3. Goals and events</li> <li>4. Dashboards</li> </ol>
4 - Website UX	<ol style="list-style-type: none"> <li>1. Wireframe</li> <li>2. AB test</li> <li>3. Mobile landing page mockup</li> <li>4. Desktop mockup landing page</li> </ol>
5 - Content Marketing	<ol style="list-style-type: none"> <li>1. One page content strategy</li> <li>2. Content pillars</li> <li>3. Content calendar</li> <li>4. Content KPIs</li> </ol>
6 - Channels & Search Marketing	<ol style="list-style-type: none"> <li>1. Channels and tactics</li> <li>2. Keyword research</li> <li>3. Google Ads campaign structure</li> <li>4. SEO best practice</li> </ol>
7 – Social Media	<ol style="list-style-type: none"> <li>1. Organic social mockups</li> <li>2. Finding influencers</li> <li>3. Paid social mockups</li> <li>4. Paid social targeting and campaign funnel</li> </ol>

8 - Email Marketing	<ol style="list-style-type: none"> <li>1. Data collection plan</li> <li>2. Segmentation</li> <li>3. Email mockup</li> <li>4. Automation workflows</li> </ol>
9 - Display, Remarketing & Marketing Technology	<ol style="list-style-type: none"> <li>1. Display mockup</li> <li>2. Retargeting Google Ads</li> <li>3. Retargeting Facebook</li> <li>4. Choose your tools</li> </ol>
10 - Content Management Systems	<ol style="list-style-type: none"> <li>1. Site map</li> <li>2. Create landing page in CMS</li> </ol>
11 - Conversion Tracking	<ol style="list-style-type: none"> <li>1. Utm tagging</li> <li>2. Create dashboard</li> </ol>
12 - Project and agency management	<ol style="list-style-type: none"> <li>1. Creative/design brief</li> <li>2. Content brief</li> <li>3. Development brief</li> <li>4. Project plan</li> </ol>
15 - Final project peer review critique	<ol style="list-style-type: none"> <li>1. Present final project to peer</li> <li>2. Provide critical review and constructive feedback to peer</li> </ol>
16 - Final project	<ol style="list-style-type: none"> <li>1. Present your digital marketing strategy</li> <li>2. Submit your digital marketing strategy</li> </ol>

## Rubric

Category	Criteria
3 - Exceeds Expectations	Thoughtful answers to all questions above showing a real understanding of the concept and best practice, using data and examples where relevant.
2 - Meets Expectations	Complete answers to each question.
1 - Does Not Meet Expectations	Incomplete answers or contradictory answers to best practices discussed in class.
0 - Incomplete	Not submitted

## Quizzes

The quizzes within this program are designed to demonstrate mastery of the topics covered. The quizzes are open book, internet, and all other resources *except* other students. Questions on the quizzes are to be answered solely by the student. While the quizzes are open book, plagiarism is



not acceptable. If a student finds an answer to a question, he/she must express the answer in his/her own words. Do not copy and paste. Quizzes account for 12% of your total grade.

## Final Project Peer Review Critique

The Final Project Peer Review is an opportunity for you to practice your final project presentation with a peer prior to the actual presentation as well as review a peer's final presentation and provide constructive feedback. It is used both as an opportunity to practice real world marketing teamwork by both positively contributing to another team member's Final Project and also learning to listen to feedback in order to optimize your Final Project Presentation. The Final Project Peer Review is worth 10% of your final mark.

## Final Project

The Final Project is the culminating activity of the program. It is used to demonstrate mastery of the learned materials, as well as the ability to apply the knowledge and skills learned throughout the program. The Final Project, along with all its components, is worth 42% of your final grade. The Final Project spans over the last 4 weeks of the program. This project may be a group project or individual project based on your instructor's discretion. The instructor may assign you a project or allow you to choose your own subject to instructor approval. The Final Project is broken up into 4 distinct categories – Business Strategy and Audience, Objectives and KPIs, Channels and Tactics, Test, Learn, Optimize.

## Final Project Presentation

The Final Project Presentation is the actual presentation of the project. Presenting is an important part in becoming a successful marketer and students will be invited to present their Final Project as if presenting in a real world situation. The Final Project Presentation is worth 12% of your final grade. It is graded as follows:

Category	Criteria	% of Grade
Storytelling	How well does the student use storytelling to present? Does the student keep the audience engaged? Does the student give enough detail to outline key points?	5
Presentation delivery	How clear is the voice? Does the student use tone and annunciation and avoid monotone speaking? How well does the student make eye contact? Does the student appear confident in knowing their content?	5

Professionalism	Does the student present as if it is a real world situation? e.g. present as if it was to the wider marketing team, employer, agency or client. Does the student use professional mannerisms.?	5
Presentation Organization and Tools	Is the presentation concise and clear? Is it easy to follow? Does the student use visual aids and tools? Are the materials well laid out following best practice? Is the presentation highly visual to show creativity?	5

## Final Project Content

The Final Project is the pinnacle of the program. It provides the student an opportunity to demonstrate the culmination of everything learned and applied throughout the program and the Final Project phase. The Final Project will be submitted in the final week and is worth 30% of your final grade.

Category	Criteria	% Grade
Business Strategy and Audience	<ol style="list-style-type: none"> <li>Shows deep understanding of the business and product/service</li> <li>Demonstrates a solid understanding of the customer and uses data and tools to support this</li> <li>Details the current situation or challenge facing the organisation</li> <li>Is comfortable using digital marketing vocabulary, such as metrics and acronyms.</li> </ol>	25
Objectives and KPIs	<ol style="list-style-type: none"> <li>Communicates clear marketing objectives based on business situation</li> <li>Objective is SMART and based on actual data</li> <li>Shows how this objective will be measured using relevant KPIs</li> </ol>	25
Channels and Tactics	<ol style="list-style-type: none"> <li>Shows clear channel and tactic selection based on business needs and audience journeys</li> <li>Justifies each choice of tactic, with data if relevant</li> </ol>	25

	<ol style="list-style-type: none"> <li>3. Details KPIs for each activity and actions based on expected results</li> <li>4. Demonstrates how the tactics will be executed and managed e.g. with project plans, briefs</li> <li>5. Shows mockups or actual creative and messaging based on best practice</li> </ol>	
Test, Learn, Optimize	<ol style="list-style-type: none"> <li>1. Shows campaign budget</li> <li>2. Shows AB testing</li> <li>3. Details actual campaign results (or expected results)</li> <li>4. Demonstrates how campaigns are to be optimized and budget reallocated</li> <li>5. Shows data visualisation, reports and sources of data</li> </ol>	25

**Late Policy**

Assignments turned in late will result in a 10% deduction of points per day past the due date. After ten days, no points will be awarded for the assignment. However, every assignment must still be turned in to pass the program.