MBA 534: Digital Marketing and Analytics

School of Business and Management

3 Credits
Effective Date (Winter/2022)

Access to the Internet is required.
All written assignments must be in Microsoft-Word-compatible formats.
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.

Faculty Information

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

Contact Information

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

Course Description

This course explores the landscape of digital marketing and analytics. Students will apply digital marketing techniques to target market development and brand management. The students in this course analyze digital marketing research / analytics techniques and appraise the management of effective and successful brand-product strategies. Students will synthesize key market research techniques to formulate new target market and competitive insights using key digital marketing management topics such as development of strategic brand management. Students will be expected to provide in depth evaluations of how digital marketing and analytics determine digital consumer behavior in the context of the creation and management of a successful brand and product.

Course Resources

Required and recommended resources to complete coursework and assignments are found on the course Reading List. Access is provided through the Reading List link in your online course as well as from the library homepage ("Find Your Reading List" button).

Note: resources listed under "Required - Must Purchase" should be purchased from a vendor of the student's own choosing; resources listed under "Available from the Library" are available at no cost to students.

Students in Canada may purchase course resources from the Canada Bookstore, and students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

Course Outcomes

This course will prepare students to:

1. Apply digital marketing techniques to target market development and brand management.

2. Analyze value concepts and apply them to the development and marketing of products and services.

3. Synthesize integrated digital marketing strategy, research, planning & program management concepts.

4. Evaluate marketing analytics and related data management platforms & how they apply to digital marketing program management (e.g., Big Data, CRM).

Additional Information

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Digital Marketing: Landscape
- Digital Marketing: Research and Strategy
- Digital Marketing: Planning, Targeting and Brand Development
- The Digital Buyer
- Developing the Offering
- Building the Digital Marketing and Brand Plan
- Digital Marketing Toolbox
- Delivering Value
- Digital Marketing Analytics

Grading Scale

The grades earned for the course will be calculated using City University of Seattle's decimal grading system, found in the current University Catalog (https://www.cityu.edu/catalog/).

Grading rubrics with details on how each assignment will be graded are located under *Assignments* and/or in *My Grades* in the online course menu. Students should review the rubric for each assignment prior to completing their work in order to understand how it will be assessed.

Overview of Required Assignments	*% of Final Grade*
Target Market and Brand Management Report	15%
"My Dream Product" Video Project	15%

Formulating the Digital Marketing Plan: Presentation)   20%
Managing Your Digital Marketing Program: Team Presentation & Report   30%
Instructor Determined Activities, Participation, and Discussions   20%
TOTAL   **100%**

Course Assignments and Grading

The instructor will provide grading rubrics that will provide more detail as to how each assignment will be graded.

Target Market and Brand Management Report (15%)

In this report, students will identify a company and apply digital marketing techniques to a subset of this company's target market and the brand strategy for a given product or service. In doing so, students will conduct a SWOT analysis using the PESTLE approach, highlight the steps taken for assessing the competitors of your product using "sources of differentiation," and relate the competitive insights and your SWOT analysis to assess your target market and the application of your brand to that target. Students will utilize the following outline to organize their report:

1. **SWOT Research:**
   a. Explain this company's strengths, weaknesses, opportunities, and threats by addressing the following questions:
      i. How is are your target market and brand of your company positioned based on SWOT research using the PESTLE approach?
2. **Target Market & Brand Management Strategies:**
   a. Solve for what targeting strategies you would like to have your company adopt by answering these questions:
      i. Describe the key target buyer / influencer attributes (e.g., demographics, psychographics) for your company's product or service.
      ii. What marketing analytics / data attributes would you use to target your company's audience?
3. **Application of Techniques:**
   a. Relate target market and brand management strategies to your SWOT research and the competitive findings to:
      i. Describe the digital marketing techniques that you would select for your target market and brand management strategies that will drive your product's success in your target marketplace.
      ii. Describe further opportunities to enhance your product success via other target markets and or channels of distribution.

Technical Requirements:
Students will write a report identifying, describing, and assessing the target & brand management. Students will apply insights gained from studying the digital marketing landscape, digital marketing research and strategy development, along with module 3 "digital marketing – planning and targeting". The report should include:

- Citations using APA format.
- Information from secondary sources, company websites, as well as professional experiences and insights.
- Surveys and primary research which are encouraged but not required.
- Research citations to justify and support opinions and conclusions.
- Course concepts where appropriate.
- Eight double-spaced 12-point font, 1-inch margin pages and should not include the title, references, table of contents in the actual page count.
- Exhibits which can be added and are not included in the page total.

Components - % of Grade

Use of current and emerging digital marketing technologies	20%
Target Market and Brand Management assumptions, insights, and research	20%
Final recommendation for digital marketing application and further opportunities to enhance company success	20%
Application of PESTLE approach to target market insights & sources of differentiation to competitive findings	20%
Technical Requirements	10%
Citations	10%
TOTAL	**100%**

"My Dream Product" Video Project (15%)

Using the new product development process and the results from assignment #1, produce a video script and resulting video of a product plan for a selected new product using the product life cycle. Analyze and evaluate by describing the product experience in terms of essential benefit, core product, related service offerings, pricing strategy and any enhanced products (e.g., extensions, product lines). Use the PR/FAQ approach to describe the product in terms of capabilities, and benefits to customers. The video should present the analysis for the selected "dream product" based on knowledge from the course text(s), as well as other researched professional/academic sources.

Technical Requirements: "My Dream Product" will be offered in a video format and will include the script used to generate the video production. The video script should include citations in APA format. The video should range from 3-5 minutes and include graphics representing product lifecycle stages. The product life cycle, product experience, pricing strategy and product extensions will be based on research from secondary sources (min of five), company websites, as well as professional experiences and insights. Surveys and primary research are encouraged but not required. Use research citations to justify and support opinions and conclusions. The video should be a reasonably detailed review of the key points from the video script. At the instructor's discretion: Each student will have 5 minutes of review time devoted to Q&A about their video presentation. Students should turn in a copy of their video and video script prior to their presentation. All students are expected to comment on at least 2 of their colleague's videos and present their comments and insights in discussion board format.

Components - % of Grade

Use of current and emerging product life cycle technologies	20%
Product Experience" (e.g., essential benefit, core product, related service offerings) assumptions, insights, and research	20%
Final recommendation for packaging options and pricing strategies to enhance product success	20%
Application of PR/FAQ approach to describe product capabilities and consumer benefit(s)	20%
Technical Requirements	10%
Citations	10%
TOTAL	**100%**

Formulating the Digital Marketing Plan (DMP) Presentation (20%)

It's time to market your "dream" product! Students will develop a presentation detailing a digital marketing plan (DMP) promoting the "dream" product from assignment two with a marketing video.

Digital Marketing Plan (DMP):

1. Strategy: Describe a clear marketing strategy for the DMP – including marketing objectives and expected program results with a target ROMI (return on marketing investment). The DMP must cover the associated key digital marketing metrics (target buyer, leads per program, cost per lead) as well as associate two digital marketing channels (email & search engine) to promote this DMP marketing video. The DMP must address the following tactics/objectives/trends:
   a. Search Engine Marketing Tactics: What search engine strategy will be used to gain awareness of the brand / dream product (e.g., PPC, SEM; target audience; key messages)? What are the keywords, video tags, title, description, and proposed thumbnail elements?
   b. Email Marketing Objectives: What audience is being targeted with your email campaign promoting your dream product video? What are key results do you expect (e.g., CTR, Open Rates, Conversions, Conversion Rate)? What subject line will you use in this email? What is the call to action in the email?
   c. Digital Marketing Trends: In your presentation, incorporate key trends associated with digital market plan development. In this example, describe how you would overcome resistance to your target audience absorbing your message
2. Video: Develop a video script and a resulting 3-minute video for your target that promotes the "dream" product.
3. Research: Select primary and secondary sources (min of five), company web sites, as well as professional experiences and insights. The presentation must include "in slide

and in notes" citations in APA format and be included in the references of the DMP presentation. Surveys are encouraged but not required.

4. Presentation: Each student will have 15 minutes to present, with 5 minutes of that time devoted to Q&A. All students are expected to attend all individual presentations to listen and participate in Q&A. Students should turn in a copy of their slides prior to their presentation. The final presentation should be between 10 to 12 slides (page count should not include title, section header, and or bibliography slides in the final count).

Components - % of Grade

Use of current and emerging digital marketing channel technologies	25%
Channel Marketing (e.g., Search Engine -> PPC, SEM; target audience; keywords, etc.) assumptions, insights, and research	25%
Final recommendation for digital marketing plan strategies and associated return on marketing investment	25%
Application of critical marketing trends to the digital marketing plan	
Technical Requirements	15%
Citations	10%
TOTAL	**100%**

Managing the Digital Marketing Program Team Presentation (30%)

Now it's time to synthesize all your learnings! In this assignment you will manage your product in the marketplace! Students will form program management teams consisting of 3-5 students to work on this presentation. The team will develop a presentation highlighting the program management of a team selected "dream" product.

Program Management Digital Marketing Analytics: This section will address digital marketing analytics. The analytics categories include specific measurements from ROMI, Web, Email, SEM / PPC, Big Data, CRM, and Social. Be sure to cover the following:

1. Identify the types of data (e.g., CRM, Big Data, ROMI) used in marketing managing decision making as it relates to your dream product using key approaches to marketing analytics.
2. Highlight the different types and functions of social media and how your team decides to use one or more social media platforms to market your dream product.
3. Describe your ROMI in terms of the expense ratio to expected annual revenues for your dream product.
4. Search Engine – target metrics for at least 3 key search engine metrics; the definition of each metric, and planned target / rationale for usage.
5. Email - target metrics for at least 5 key email analytic metrics; the definition of each metric, and planned target / rationale for usage.

6. Web **-** target metrics for at least 5 web analytic metrics; the definition of each metric, and planned target / rationale for usage.

Program Management Processes: The digital marketing program management processes will address resource requirements (personnel, equipment, IT), CRM / Customer Touchpoint Management and how the program will be managed going forward. Specifically, be sure to cover the following:

1. Describe the benefits of metrics in marketing your dream product by applying the Plan–Do–Check–Act (PDCA) framework.
2. Discuss how CRM is used to manage customer touchpoints for your dream product and the associated actions that should be taken.
3. Provide a resources summary in terms of people, skill requirements, and overall marketing budget.

Technical Requirements: The presentation must be 22-25 slides. The notes section of the presentation must include citations in APA format. The presentation will be based on information from secondary sources (min of five), company websites, as well as professional experiences and insights. Surveys are encouraged but not required. Use research citations to justify and support opinions and conclusions. At the instructor's discretion: Each team will have 10 minutes of review time devoted to Q&A about their presentation. The team will turn in a copy of their presentation prior to their 25-minute live presentation. All students are expected to comment on each of the other team's presentations during the actual class presentation.

Components - % of Grade	
Use of current and emerging digital marketing program management technologies (e.g., CRM, Big Data, ROMI)	25%
Program Management Metrics (e.g., implementation of PDCA Framework, CRM customer touchpoint management) assumptions, insights, and research	25%
Final recommendation for resourcing your digital marketing program (e.g., people, skill requirements, technology, facilities)	25%
Application & management of your social media program	
Technical Requirements	15%
Citations	10%
TOTAL	**100%**

Instructor Determined Activities (Weekly Discussions)

Whether in class, online, or in a mixed mode setting, students will be graded on their participation in classroom discussions; their ability to present, explain, or defend alternative viewpoints; and the degree to which they have mastered the concepts and principles inherent in the study of business management. Written work will be assessed not only on relevance to the subject presented, but also on adherence to good written form, APA style, and professional presentation. The instructor may also choose to create additional activities to support learning in

the classroom or online.

Components	% of Grade
Quality of Responses	40%
Quantity of Responses	40%
Timeliness	20%
TOTAL	**100%**

Course Policies

Late Assignments

A critical aspect of management is meeting predefined deadlines. Therefore, all assignments are expected to be submitted when due. No late assignments are accepted. Life situations do occur. When an issue arises coordinate with the instructor prior to the assignment's due date and the due date may be adjusted. It is in the best interest of the student to ensure that all assignments are submitted on time.

Participation

Class participation will be evaluated during class. Participation includes being prepared for class discussions and contributing meaningful content when appropriate. It also includes individual effort contributed to the team project.

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

University Policies

Students are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the University Catalog that is linked from the CityU Web site.

Antidiscrimination

City University of Seattle and its staff and faculty are committed to supporting our students. We value equity, diversity, and inclusion as a way of life as well as the educational opportunities it

provides. CityU will not tolerate any form of discrimination based on race, color, ethnicity, sexual orientation, gender identification, socioeconomic status, or religious values. If you have experienced any discrimination based on any of the above, we encourage you to report this to the University. Please report this to your instructor. If you do not feel safe reporting this to your instructor, please report to the Provost or to the Vice President of Student Affairs.

Non-Discrimination & Prohibition of Sexual Misconduct

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit https://my.cityu.edu/titleix or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person-to-person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at https://www.cityu.edu/discover-cityu/about-cityu/ under the Policies section or at https://www.cityuniversity.ca/about/.

Religious Accommodations

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a

5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

Academic Integrity

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. You are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the University Catalog in the section titled *Scholastic Honesty* under *Student Rights & Responsibilities.*

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if s/he is present at any time during the class session. For online classes, a student has attended if s/he has posted or submitted an assignment. A complete copy of this policy can be found in the University Catalog in the section titled *Attendance Policy for Mixed Mode, Online and Correspondence Courses.*

Support Services

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodation are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at *disability@cityu.edu* or 206.239.4752 or visit the Disability Support Services page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the Ask a Librarian service, or access library resources and services online, 24 hours a day, seven days a week.

Smarthinking

As a CityU student, you have access to 10 free hours of online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week.

Contact CityU's Student Support Center at help@cityu.eduto request your user name and password.