

## **MBA 534: Digital Marketing and Analytics**

### **School of Business and Management**

3 Credits

Effective Date: Winter 2025

Grading Type: (Decimal)

*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

Professional experience information for instructors is found under *Syllabus, Schedule, and Course Team* in the online course menu.

## Contact Information

Contact information for instructors is found under *Syllabus, Schedule, and Course Team* in the online course menu.

## Course Description

This course explores digital marketing and analytics, with a focus on applying techniques for target market development and brand management. Students will learn to analyze digital marketing research and strategies, incorporating AI best practices to enhance campaign effectiveness. Key topics include strategic brand management, market research, and using analytics to understand digital consumer behavior. Through hands-on evaluations, students will gain insights into building successful brands and products in the digital space.

## 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:** Required resources that must be purchased by the student are tagged “Purchase from a vendor of your choosing.” Required resources with a direct link, “Available through CityU Library,” are available electronically 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:

- **CO1 - Apply digital marketing techniques** to target market development and brand management, incorporating AI tools to enhance targeting precision and optimize brand strategies.

- **CO2 - Analyze value concepts** and apply them to the development and marketing of products and services, leveraging AI-driven insights to understand consumer behavior and market trends.
- **CO3 - Synthesize integrated digital marketing strategy, research, and planning concepts**, using AI to improve program management and assist with making data-driven decisions across digital platforms.
- **CO4 - Evaluate marketing analytics and related data management platforms**, including AI applications designed to optimize Big Data and CRM systems, digital marketing systems and program management.

## **Additional Information**

### **CORE CONCEPTS, KNOWLEDGE, AND SKILLS**

- **Digital Marketing Landscape**  
Explore global digital marketing trends, ethical and sustainable foundations, and the impact of AI on marketing management.
- **AI in Digital Marketing**  
Understand how, why, when, and where AI can be leveraged to improve digital marketing strategies, including consumer targeting, brand management, and predictive analytics.
- **Digital Marketing Research & Strategy**  
Analyze market research techniques and AI's role in gathering and utilizing data to develop effective digital marketing strategies.
- **Planning, Targeting, and Market Segmentation**  
Utilize AI tools to enhance market segmentation, targeting, and positioning in both consumer and organizational contexts.
- **The Digital Buyer & AI's Role**  
Study digital consumer behavior, customer journey mapping, and the integration of AI for customer insights, forecasting, and sales intelligence.
- **Product and Service Development with AI**  
Learn how AI-powered tools influence product and service development, pricing strategies, and service differentiation.
- **Digital Marketing Toolbox**  
Explore key AI-enhanced digital marketing tools such as email marketing, content marketing, Search Engine Optimization (SEO), social media management, and web analytics.
- **Marketing Analytics and AI**  
Apply AI-driven marketing analytics, including CRM, Big Data, and return on marketing investment (ROMI), to make informed marketing decisions and improve program management.

# 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](#).

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

## Course Assignments and Grading

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Target Market and Brand Management Report	15%
"My Dream Product" Video Project	15%
Formulating the Digital Marketing Plan (DMP) Presentation	20%
Managing the Digital Marketing Plan (DMP): Team Presentation	30%
Instructor Determined Assignments and Activities	20%
<b>TOTAL</b>	<b>100%</b>

### Target Market and Brand Management Report (15% of Final Grade)

In this report, students will identify a company within their assigned industry group and apply digital marketing techniques, with a focus on AI-driven strategies, to identify the target market and the brand strategy for their application/solution. In addition to traditional methods, students will explore how AI can enhance market segmentation, targeting, and competitive analysis.

Students will conduct a SWOT analysis on the company and a PESTLE analysis on the industry group while also highlighting the steps taken for assessing potential competitors of their application/solution using AI to identify "sources of differentiation." The report will include an assessment of how AI tools can be used to gather and analyze data to provide more accurate insights into customer behavior, competitor positioning, and brand opportunities. Meets the following course objectives:

- **CO1 - Apply digital marketing techniques** to target market development and brand management, incorporating AI tools to enhance targeting precision and optimize brand strategies.
- **CO2 - Analyze value concepts** and apply them to the development and marketing of products and services, leveraging AI-driven insights to understand consumer behavior and market trends.

Students will utilize the following outline to organize their report:

## **INTRODUCTION**

Describe key industry trends, challenges, and opportunities driven by AI, including its impact on customer behavior, market dynamics, and technological advancements.

- Identify your target company within the industry group and explain how AI tools can be used to support brand strategy development.

## **SWOT/PESTLE INDUSTRY Research:**

- Analyze your target industry using the PESTLE methodology (political, economic, social, technological, legal, and environmental trends, including AI's role in shaping these trends).
- Position your target company using the SWOT methodology, highlighting strengths, weaknesses, opportunities, and threats, with an emphasis on how AI can enhance decision-making and address competitive challenges.

## **Target Market Strategies:**

- Determine segmentation strategy, target market strategy, and positioning strategy using AI tools.
- Describe how AI tools (e.g., machine learning, predictive analytics) were used to segment your target market, provide examples of three target markets within your segmentation, and select one, explaining why it was chosen.
- Conduct a competitive positioning analysis, incorporating AI-based insights to assess how your company competes in the industry group.
- Describe key buyer attributes (e.g., demographics, psychographics, behavioral, lifestyle, or other attributes), and explain how AI can help refine audience targeting.
- Identify the marketing analytics and data attributes that AI could use to target the company's audience more effectively.

## **APPLICATION OF TECHNIQUES**

- Relate target market and brand management strategies to the SWOT research and competitive findings.
- Describe which AI-enhanced digital marketing techniques should be adopted for the target market, along with brand management strategies that can leverage AI to drive product success.

- Identify further opportunities to enhance product success via AI-driven insights into other target markets or channels of distribution.

**Technical Requirements:**

Students will author a report identifying, describing, and assessing the target and brand management. Students will apply insights gained from studying the digital marketing landscape, research, and strategy development, including AI-enhanced approaches from module 3 “Digital Marketing – Planning and Targeting.”

**The report should include:**

- Minimum of ten citations using APA format.
- Information from secondary sources, company websites, and professional experiences and insights, emphasizing the role of AI.
- Surveys and primary research are encouraged, but not required.
- Research citations to justify and support opinions and conclusions.
- Course concepts where appropriate.
- Eight double-spaced pages in 12-point font, with 1-inch margins (excluding title page, references, and table of contents).
- Exhibits are optional and not included in the page total.

<b>Components</b>	<b>% of Grade</b>
Use of Current and Emerging Digital Marketing technologies to develop target market and branding strategy	20%
Target Market & Brand Management Assumptions, Insights, and Research	20%
Final Recommendations for AI-Based Digital Marketing Opportunities	20%
Application of PESTLE and SWOT to Market Insights and Competitive Positioning	20%
Technical Requirements	10%
Citations	10%
<b>TOTAL</b>	<b>100%</b>

<b>Criteria</b>	<b>Exceeds Standard</b>	<b>At Standard</b>	<b>Approaching Standard</b>	<b>Below Standard</b>	<b>Score</b>
<b>Use of Current and Emerging Digital Marketing Technologies to</b>	Clearly identifies high-impact AI and digital tools (e.g., machine learning,	Identifies AI and digital tools, defines requirements,	Attempts to identify AI and digital tools but lacks	Fails to identify AI tools or define requirements.	/20

Criteria	Exceeds Standard	At Standard	Approaching Standard	Below Standard	Score
<b>develop Target Marketing and Brand Strategy</b>	predictive analytics) for market behavior and industry trends. Defines requirements, assesses solutions using a prioritized approach, and offers a comprehensive implementation plan with success metrics.	and connects findings to PESTLE, SWOT, and competitive positioning with clear success indicators.	thoroughness. Connections between research and competitive positioning are unclear.	Lacks research and success metrics for implementation.	
<b>Target Market &amp; Brand Management Assumptions, Insights, and Research</b>	Identifies target market strengths, weaknesses, and subtle opportunities for improving brand strategy using AI-driven insights. Clear connection between AI, target market, and brand positioning.	Identifies areas of strength and obvious areas for improvement in target market, and brand strategy with a rationale for AI-based solutions.	Identifies some strengths and opportunities in either target market or brand strategy but lacks detailed analysis or misses key factors.	Struggles to evaluate target market and brand management, missing key improvement opportunities or misidentifying them.	/20
<b>Final Recommendations for AI-Based Digital Marketing Opportunities</b>	Generates multiple AI-enhanced marketing strategies. Critically assesses each alternative with a persuasive, research-supported rationale for implementation. Identifies further opportunities for AI-driven insights into other markets/channels.	Provides several AI-driven marketing strategies with strong rationale based on research and analysis. Identifies some additional opportunities for AI-driven insights.	Suggests AI-based strategies, but connections to research or rationale are unclear. Limited discussion of future opportunities for AI use.	Fails to generate AI-based strategies or provide clear rationale. No discussion of future opportunities for AI.	/20
<b>Application of PESTLE and SWOT to Market Insights and</b>	Advanced application of PESTLE and SWOT	Applies PESTLE and SWOT concepts to	Applies basic SWOT and PESTLE concepts but	Minimal or incorrect application of PESTLE and	/20

Criteria	Exceeds Standard	At Standard	Approaching Standard	Below Standard	Score
<b>Competitive Positioning</b>	methodologies, incorporating AI's impact on political, economic, social, and technological trends. Demonstrates how AI influences decision-making and competitive positioning in the market.	assess market and competitive positioning, including some use of AI to support findings.	lacks detailed analysis of AI's influence on market trends and competitive positioning.	SWOT, with little to no discussion of AI's role in market positioning.	
<b>Technical Requirements</b>	All required sections, headers, diagrams, and visuals are included. Writing is clear and free of errors in spelling, grammar, and punctuation. APA style is followed perfectly. Information from secondary sources, company websites, and professional experiences and insights, emphasizing the role of AI along with surveys and primary research exceed requirements.	All required sections are included. Writing is clear with few minor errors in spelling, grammar, or punctuation. APA style mostly followed. Information from secondary sources, company websites, and professional experiences and insights, emphasizing the role of AI along with surveys and primary research meets most requirements.	Some sections are missing or contain errors, but these do not significantly impede understanding. APA style inconsistently applied. Information from secondary sources, company websites, and professional experiences and insights, emphasizing the role of AI along with surveys and primary research meet some requirements.	Multiple sections are missing, and writing clarity is severely compromised. APA style is not followed. Information from secondary sources, company websites, and professional experiences and insights, emphasizing the role of AI along with surveys and primary research do not meet requirements.	/10
<b>Citations</b>	Cites numerous credible and relevant sources beyond the minimum requirement, fully	Cites relevant and credible sources, meeting the required	Attempts to cite sources but falls short of the required minimum or uses less	Fails to cite adequate sources to support ideas.	/10

Criteria	Exceeds Standard	At Standard	Approaching Standard	Below Standard	Score
	supporting arguments.	minimum number.	credible sources.		

## My Dream Product (15% of Final Grade)

Using the new product development process and insights from Assignment #1, student will create a video script and resulting video of a product plan for your selected new application using the product life cycle. Incorporate AI-driven tools to enhance product development, consumer insights, and market positioning. The project should analyze the product experience in terms of essential benefit, core product, related service offerings, pricing strategy, and potential product extensions (e.g., product lines, AI-enhanced features). Use AI applications to evaluate the product's positioning, competitive advantage, and future growth opportunities and document your findings with these applications.

Additionally, student will create a PR/FAQ that outlines the product's capabilities and AI-powered benefits to customers. The video should present a detailed analysis of student's "dream product," grounded in knowledge from course texts, along with research from professional/academic sources, including how AI can influence various stages of the product lifecycle.

### Technical Requirements:

1. **Video Creation with Pictory.AI:**

Video will be produced using Pictory.AI, an AI-powered tool for video generation. Sign up for a free 30-day trial to create your video from the script. The video should embed graphics illustrating the product lifecycle stages, which can be enhanced by Pictory's AI-based visual suggestions. If further editing is required, use Kaltura MP4 / Video editor, which is available via City University of Seattle's license.

2. **Video Length & Structure:**

The video should be 5-7 minutes in length, presenting the product lifecycle and product experience with AI-driven enhancements.

3. **Script Requirements:**

The video script should be 3-4 pages (750-1,000 words), excluding bibliography, table of contents, cover page, and graphics. Scripts must be double-spaced, 12 pt font, and follow APA format.

4. **AI-Enhanced Product Development:**

Integrate AI-driven research and analytics into your evaluation of the product experience, pricing strategy, and related services. This can include AI-powered tools for forecasting demand, customer personalization, or predictive pricing models.

**Key Components:**

- Use of AI in Product Lifecycle:**  
Apply AI-enhanced tools throughout the product lifecycle stages (e.g., concept development, market analysis, launch strategy). Assess how AI can optimize each stage and enhance product-market fit.
- Product Experience Analysis:**  
Evaluate the product experience, including essential benefits, core product features, related services, and AI-driven enhancements that differentiate the product (e.g., personalized features, data analytics). Utilize AI tools to better understand consumer behavior and engagement.
- Packaging & Pricing Strategy Recommendations:**  
Make final recommendations on packaging and pricing strategies, considering how AI-driven pricing models or dynamic pricing strategies could optimize product success.
- PR/FAQ Approach:**  
Create a PR/FAQ to describe product capabilities and AI-driven consumer benefits. Highlight how AI contributes to improving customer experience, product personalization, or operational efficiencies.

Components	% of Grade
<p><b>Use of AI in Product Life Cycle Technologies</b> Demonstrate how AI enhances product lifecycle stages, from development to market launch.</p>	20%
<p><b>Product Experience” Assumptions, Insights, and Research</b> Provide detailed analysis of the product experience, emphasizing AI-powered features and services.</p>	20%
<p><b>Final Recommendations for Packaging and AI-Powered Pricing Strategies</b> Make evidence-based recommendations for packaging and dynamic, AI-enhanced pricing models to maximize market penetration.</p>	20%
<p><b>Application of PR/FAQ Approach for AI-Enhanced Product Capabilities</b> Effectively explain product capabilities and consumer benefits driven by AI tools and applications.</p>	20%
<p><b>Technical Requirements</b> Adherence to video format, script length, use of AI video creation tools, and APA style.</p>	10%
<p><b>Citations</b> Use a minimum of fifteen secondary sources, citing research to support your analysis of AI-driven product development strategies.</p>	10%

<b>TOTAL</b>	<b>100%</b>
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<b>Criteria</b>	<b>Exceeds Standard</b>	<b>At Standard</b>	<b>Approaching Standard</b>	<b>Below Standard</b>	<b>Score</b>
<b>Use of AI in Product Life Cycle Technologies</b>	Identifies high-impact opportunities to leverage product life cycle technologies and defines requirements, selecting solutions based on multiple stakeholders' input. Clear success indicators for optimizing product lifecycle stages are presented.	Identifies opportunities to leverage AI technologies and selects solutions with clear success metrics. Defined connection between life cycle findings and product insights (pricing, packaging) leveraging AI tools, techniques.	Identifies opportunities and attempts to define requirements and solutions but work lacks thoroughness. A connection between life cycle findings and product insights is emerging but unclear.	Fails to identify opportunities or define requirements. No clear connection between life cycle findings and product insights, lacking metrics for success.	/ 20
<b>“Product Experience” Assumptions, Insights, &amp; Research</b>	Identifies both obvious and subtle strengths and areas for improvement in product experience using research and AI technologies. Nuanced opportunities for enhancing performance are well-articulated.	Identifies areas of strength and obvious areas for improvement. Clear understanding of how AI enhances product experience.	Identifies some strengths and opportunities for improvement but misses key details. Requires further guidance.	Struggles to evaluate product experience using AI tools. Misses' obvious areas for improvement or misidentifies opportunities.	/ 20
<b>Final Recommendations</b>	Generates multiple alternative product packaging and pricing strategies, critically assessed with strong, persuasive	Generates alternative strategies with a clear rationale based on analyses. AI tools are appropriately applied.	Generates alternatives, but rationale for recommendations and AI tools used are unclear or lack depth.	Unable to generate effective strategies or recommendations due to unclear analysis or weak use of AI tools.	/ 20

	rationale. AI-driven tools are effectively used to support recommendations.				
<b>Application of PR/FAQ Approach to Describe Product Capabilities &amp; Consumer Benefit(s)</b>	Applies several PR/FAQ methods in advanced, novel ways to support product experience across the product lifecycle with AI-driven enhancements.	Applies PR/FAQ methods appropriately and occasionally in advanced ways. AI tools are integrated across the product lifecycle.	Applies some PR/FAQ methods, but descriptions or applications may be incomplete. AI integration is general but lacks depth.	Limited or inappropriate application of PR/FAQ methods. AI tools are poorly integrated or missing from key product lifecycle stages.	/ 20
<b>Technical Requirements</b>	All sections (headers, diagrams, illustrations) are included. The script is clear, well-organized, and error-free. The video meets all production requirements, and APA conventions are strictly followed.	Most sections are included. Script is clear with minimal errors. Video production adheres to most requirements, and APA conventions are consistently followed.	One or more sections are missing, with minor impact. Some errors in the script. Video production adheres to some requirements. APA conventions occasionally followed.	Multiple sections are missing, and script clarity is severely compromised due to numerous errors. Video production is lacking, and APA conventions are not followed.	/ 10
<b>Citations</b>	Consistently cites credible, relevant sources, exceeding the required number of references.	Consistently cites credible, relevant sources. Meets the required minimum number of references.	Attempts to cite credible sources but does not meet the required minimum number.	Fails to cite or reference sources.	/ 10

### **Formulating the Digital Marketing Plan (DMP) Presentation (20% of Final Grade)**

Student is tasked with marketing their “dream” product using a comprehensive digital marketing plan (DMP) that integrates AI-driven strategies. The deliverables will focus on leveraging AI tools to enhance digital marketing campaigns, improve targeting accuracy,

and optimize return on marketing investment (ROMI). Student will use AI to assist with market segmentation, content generation, audience targeting, and performance analysis.

### **Key Deliverables:**

#### **PowerPoint Presentation (12 Slides)**

- **Strategy:** Outline the AI-enhanced marketing objectives and expected program results, including a target ROMI. Use AI-driven tools to forecast results and optimize campaign strategies.
- **Objective One:** Focus on market awareness through a stand-alone webpage highlighting product's benefits, with a link to a 3-minute marketing video. Use AI tools (e.g., AI-powered SEO, predictive personalization) to optimize the webpage for search engines and user engagement.
- **Objective Two:** Generate demand via an AI-enhanced email campaign. Use AI to personalize email content, generate subject lines, and suggest optimal calls to action (CTA) for different audience segments. Define target audience using AI-based insights and forecast results such as CTR and conversions.

#### **3-Minute Marketing Video**

Create a video targeting buyer and influencer personas, incorporating AI-powered content generation tools to tailor the message. AI can also be used to identify key messaging points based on consumer data analysis.

#### **Video Script**

Submit a script used to create the marketing video. Use AI tools (e.g., GPT-based content generators) to assist with creating the script or refining the messaging. The script should clearly articulate the product's benefits, focusing on how AI enhances user experience or product features.

#### **Web Page**

Create a webpage with appropriate imagery and copy to attract target industry group. Use AI tools for SEO optimization, personalized content suggestions, and automated copywriting that addresses customer pain points and positions product effectively.

#### **Research & Citations**

Reference primary and secondary sources, company websites, and professional insights to support your DMP. Use AI tools for research assistance, including

generating insights from large datasets. Ensure at least five sources with APA citations in slides and notes.

### Presentation Guidelines

The recorded presentation should not exceed 10 minutes, and the slide count should not surpass 12 (excluding title, section headers, and references). AI tools can assist with presentation enhancements, such as automated slide design, content summarization, and video production. Embed video/audio narrations to explain each slide.

Components	% of Grade
<b>Use of current and emerging AI-powered digital marketing channel technologies</b> (e.g., video, AI-based SEO, AI-driven email marketing, predictive analytics) Demonstrate how AI tools can be used to optimize digital marketing channels and personalize content.	20%
<b>Channel Marketing</b> (e.g., Search Engine -> PPC, SEM; target audience; keywords, etc.): Assumptions, insights, and AI-based research – Leverage AI-driven tools to analyze keywords, search engine performance, and audience segmentation. Use AI to make data-driven assumptions for campaign success.	20%
<b>Final recommendations for AI-enhanced digital marketing plan strategies and associated ROMI</b> Provide AI-driven insights and recommendations for your digital marketing plan, focusing on optimizing ROMI through predictive analytics, dynamic pricing, or AI-driven customer personalization.	20%
<b>Application of critical marketing trends and AI tools to the digital marketing plan</b> Incorporate the latest AI-driven marketing trends into your plan (e.g., AI in content creation, automation in customer segmentation, AI-powered chatbots).	20%
<b>Technical Requirements, Presentation Quality</b> Ensure the presentation meets all technical requirements, including clear use of AI-driven tools, presentation clarity, and adherence to format.	10%
<b>Citations</b> Ensure all research and AI-based insights are properly cited with a minimum of fifteen sources following APA format.	10%
<b>TOTAL</b>	<b>100%</b>

Criteria	Exceeds Standard	At Standard	Approaching Standard	Below Standard	Score
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<p><b>Use of current and emerging AI-powered digital marketing channel technologies (20 pts)</b></p>	<p>Identifies high-impact opportunities to leverage AI tools across all deliverables (SEO, personalization, forecasting). Clear connection between AI tools and the marketing objectives (web page, email campaign, video). Well-defined success metrics using AI for optimization.</p>	<p>Identifies opportunities to apply AI in marketing deliverables. Some use of AI tools to define objectives and success metrics for optimization, though areas for improvement remain.</p>	<p>Identifies some opportunities to use AI but lacks depth in tool implementation and success metrics.</p>	<p>Fails to incorporate AI tools into deliverables or provide any connection to marketing objectives or success metrics.</p>	<p>/20</p>
<p><b>Channel Marketing: Assumptions, Insights, and Research</b></p>	<p>Provides thorough AI-driven insights (e.g., customer data, CTR) in marketing decisions, identifying strengths and nuanced opportunities. Evaluates the performance of digital channels with AI tools effectively.</p>	<p>Uses AI-driven insights to identify strengths and areas of improvement. Channel performance is evaluated, though some opportunities are missed.</p>	<p>Identifies some AI-driven insights but misses key areas for improvement. Some applications of AI to channel marketing.</p>	<p>Fails to apply AI-driven insights or misidentifies opportunities for improvement. AI usage is minimal or ineffective.</p>	<p>/20</p>
<p><b>Final Recommendations</b></p>	<p>Generates multiple AI-enhanced marketing strategies with clear ROMI forecasts using internal/external analyses and AI tools. Recommendations are supported with strong rationale.</p>	<p>Offers several AI-enhanced marketing strategies, using analyses and AI tools to assess ROMI. Provides rationale for recommendations.</p>	<p>Provides AI-enhanced strategies but lacks clarity in analysis or ROMI connection. Recommendations need more rationale.</p>	<p>Unable to generate AI-based strategies or forecast ROMI. Recommendations lack rationale or are unsupported.</p>	<p>/20</p>

<b>Application of Critical Marketing Trends</b>	Applies multiple advanced AI-driven marketing trends in creative or novel ways. Leverages AI in content generation, optimization, and data analysis.	Uses AI-driven marketing trends appropriately, occasionally in advanced ways. Applies AI to content generation and optimization.	Applies some AI-driven trends, though trends are general or incomplete. Limited use of AI tools for optimization.	Minimal or inappropriate application of AI-driven trends. Content generation and optimization using AI is lacking or absent.	/20
<b>Technical Requirements</b>	All deliverables (12 slides, video script, web page, etc.) are completed with clear writing and no errors. AI tools enhance clarity and presentation. APA citations are strictly followed.	All deliverables are complete with minimal writing errors. Some AI tools are used for clarity or presentation enhancement. APA citations are mostly followed.	One or more deliverables are incomplete. Writing has errors, but they do not severely impact understanding. Limited use of AI tools. APA conventions inconsistently followed.	Multiple deliverables are incomplete or missing. Writing clarity is compromised, and APA conventions are not followed. AI tools are not used effectively.	/10
<b>Citations</b>	Cites more than the required number of sources. Sources are credible, relevant, and cited properly in APA format.	Cites the required minimum number of sources, which are credible and relevant. APA citations are properly followed.	Attempts to cite sources, but the required number is not met. Some sources may not be credible or relevant.	Fails to cite sources or uses inappropriate sources. APA conventions are not followed.	/10

**Managing the Digital Marketing Plan (DMP) (30% of Final Grade)**

In this final assignment, students will synthesize everything learned throughout the course to manage "dream" product in the marketplace. Students will form program management teams (3-5 members) to develop a presentation and detailed report highlighting how the digital marketing program is managed, using AI-powered tools and analytics to optimize the campaign. The team will use AI applications to enhance data-driven decisions, customer insights, and overall program efficiency.

## Program Management Digital Marketing Analytics:

This section will focus on how AI can enhance digital marketing analytics and program management:

1. **Identify the types of data** (e.g., CRM, Big Data, ROMI) used in marketing decision-making related to the dream product. Use AI tools to analyze these data types, focusing on predictive analytics, customer segmentation, and campaign optimization.
2. **Highlight social media platform strategies**, explaining how AI tools can be used to enhance content delivery, engagement analysis, and automated responses. Use AI-powered analytics to choose the most effective platforms for your dream product.
3. **ROMI Analysis:**  
Calculate ROMI using AI-enhanced tools to predict campaign outcomes. Describe the expense ratio to expected annual revenues and how AI-driven tools can improve the accuracy of these projections.
4. **Search Engine Analytics:**  
Identify key search engine metrics (at least 3), including definitions, target metrics, and AI-driven optimization strategies (e.g., AI-powered SEO tools).
5. **Email Analytics:**  
Use AI to personalize and optimize email campaigns, identifying at least 5 key email metrics. Explain how AI can automate and improve email targeting, content generation, and performance tracking.
6. **Web Analytics:**  
Identify key web analytics metrics (at least 5) and describe how AI can enhance performance through personalized content, user journey optimization, and predictive modeling for site engagement.
7. **AI Integration:**  
Describe how AI will be used to manage digital marketing resources and programs on an ongoing basis. This includes using AI for automating tasks, optimizing marketing spend, and providing real-time insights for decision-making.

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## Program Management Processes:

This section will detail how AI tools enhance the management of digital marketing processes and resources:

1. **PDCA Framework:**  
Explain how the **Plan–Do–Check–Act (PDCA)** framework will be applied to manage metrics in marketing the dream product. Discuss how AI can be integrated into each phase to continuously optimize performance and decision-making.

2. **CRM & Customer Touchpoints:**

Discuss how AI-powered CRM systems are used to manage customer touchpoints, offering personalized interactions, automated follow-ups, and AI-driven customer insights. Identify specific actions taken to engage customers more effectively.

3. **Resource Summary:**

Provide a comprehensive resource summary, including people, skill requirements, technology (AI tools), and the overall marketing budget. Explain how AI can reduce resource strain by automating tasks and improving efficiency.

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**Technical Requirements:**

- **Presentation:**

The presentation must consist of 22-25 slides with embedded video/audio narrations where appropriate. Teams should use AI-powered presentation tools (e.g., automated slide design, AI video tools) to enhance the quality and delivery of the presentation. AI tools can also assist with insights and recommendations.

- **Written Report:**

The 15-page report (excluding title page and bibliography) must include APA format citations and be based on insights gained from secondary sources, company websites, and professional experiences. The use of AI tools for research assistance and data analysis is encouraged.

- **Research:**

Teams are expected to reference a minimum of five sources, justifying their strategies and decisions with both AI-driven insights and traditional research findings.

- **Q&A Session:**

Teams will have 10 minutes of review time for a live Q&A session following their 25-minute presentation. The team will submit both the presentation and report beforehand. For ON classes, the review will take place at an agreed upon time that meets requirements of team members and professor.

Components	% of Grade
<b>Use of AI-Enhanced Digital Marketing Program Management Technologies (e.g., CRM, Big Data, ROMI)</b> – Demonstrate how AI tools are applied to enhance program management, optimize customer engagement, and improve decision-making.	20%
<b>Program Management Metrics (e.g., PDCA Framework, CRM Customer Touchpoint Management)</b> – Use AI-driven metrics to enhance program performance, customer engagement, and continuous improvement.	20%

<b>Final Recommendation for Resourcing the Digital Marketing Program –</b> Provide a detailed resource plan, including AI-enhanced tools and technologies for optimizing program efficiency.	20%
<b>Application &amp; Management of Social Media Program –</b> Demonstrate how AI is used to manage social media channels, content optimization, and audience engagement.	20%
<b>Technical Requirements (Written Report, Presentation) –</b> Ensure all technical requirements are met, including proper use of AI tools, report structure, presentation quality, and format adherence.	10%
<b>Citations</b> Ensure proper APA formatting, with at least fifteen sources referenced, including AI-driven research insights.	10%
<b>TOTAL</b>	<b>100%</b>

Criteria	Exceeds Standard	At Standards	Approaching Standard	Below Standard	Score
<b>Use of AI-Enhanced Digital Marketing Program Management Technologies (e.g., CRM, Big Data, ROMI)</b>	Identifies high-impact opportunities to leverage use of AI-Enhanced Digital Marketing Program Management Technologies (e.g., CRM, Big Data, ROMI).	Identifies some opportunities to leverage current and emerging use of AI-Enhanced Digital Marketing Program Management Technologies (e.g., CRM, Big Data, ROMI)	Attempts to identify opportunities that leverage Use of AI-Enhanced Digital Marketing Program Management Technologies (e.g., CRM, Big Data, ROMI) and overall recommendations are unclear.	Fails to identify opportunities to leverage use of AI-Enhanced Digital Marketing Program Management Technologies (e.g., CRM, Big Data, ROMI)	/20
<b>Program Management Metrics (e.g., PDCA Framework, CRM Customer Touchpoint Management)</b>	Strongly associates program management metrics (e.g., PDCA, CRM, other systems of record)	Associates program management metrics (e.g., PDCA, CRM, other systems of record)	Identifies some strengths and areas for program management metrics (e.g., PDCA, CRM, other systems of record) but misses key opportunities for adaptation.	Fails to evaluate or connect program management metrics (e.g., PDCA, CRM, other systems of record) to the submitted	/20

				presentation and or report.	
<b>Final Recommendation for Resourcing the Digital Marketing Program</b>	Effectively integrates Final Recommendation for Resourcing the Digital Marketing Program in both the presentation and the submitted report.	Standard approach to providing a final recommendation for Resourcing the Digital Marketing Program in the presentation and the submitted report.	Attempts to provide a final Recommendation for Resourcing the Digital Marketing Program in the presentation and submitted report.	Fails to provide a final recommendation for Resourcing the Digital Marketing Program in the presentation and the submitted report.	/20
<b>Application &amp; Management of Social Media Program</b>	Provides a comprehensively developed specific, measurable, achievable, relevant and time bound social media program in both the written and presentation of this assignment.	Satisfactorily delivers a written report and presentation that covers most of the requirements of this assignment.	Attempts to deliver a social media program in the written and presentation of this assignment.	Fails to deliver a social media program in the written and presentation of this assignment.	/20
<b>Technical Requirements (Written Report, Presentation)</b>	All deliverables (required slides, video script, web page, etc.) are completed with clear writing and no errors. AI tools enhance clarity and presentation.	All deliverables are complete with minimal writing errors. Some AI tools are used for clarity or presentation enhancement. APA citations are mostly followed.	One or more deliverables are incomplete. Writing has errors, but they do not severely impact understanding. Limited use of AI tools. APA conventions	Multiple deliverables are incomplete or missing. Writing clarity is compromised, and APA conventions are not followed. AI tools are not used effectively.	/20

	APA citations are strictly followed.		inconsistently followed.		
<b>Citations</b>	Cites more than the required number of sources. Sources are credible, relevant, and cited properly in APA format.	Cites the required minimum number of sources, which are credible and relevant. APA citations are properly followed.	Attempts to cite sources, but the required number is not met. Some sources may not be credible or relevant.	Fails to cite sources or uses inappropriate sources. APA conventions are not followed.	/10

### **Instructor Determined Assignments (20% of Final Grade)**

This participation policy outlines those students, whether in class, online, or in a mixed-mode setting, will be evaluated based on their active participation in discussions. Students will be expected to (applies to 1 & 2 only):

1. **Engage in Classroom Discussions:**  
Participate actively by presenting, explaining, and defending their viewpoints. Constructive contributions that reflect a deep understanding of business management concepts will be crucial.
2. **Master Course Concepts:**  
Demonstrate a mastery of the key concepts and principles of business management by applying them in discussions and written work.
3. **Written Work Assessment:**  
Written assignments will be graded based on relevance to the topic, clear and logical structure, adherence to APA style, and professional presentation.
4. **Instructor Discretion for Additional Activities:**  
Instructors may introduce supplementary activities, either in the classroom or online, to further support student learning.

This approach ensures a comprehensive evaluation of students' knowledge, communication skills, and professionalism throughout the course.

<b>Components:</b>	<b>% of Grade</b>
Quality of Content	50%
Quantity of Responses	30%
Timeliness	20%
<b>TOTAL</b>	<b>100%</b>

<b>Criteria</b>	<b>Exceeds Standard (50 pts)</b>	<b>At Standard (46 pts)</b>	<b>Approaching Standard (42 pts)</b>	<b>Below Standard (37 pts)</b>	<b>Score</b>
<b>Quality of Content</b>	<ul style="list-style-type: none"> <li>Rich in content, thoughtful and insightful problem analysis well supported by various academically appropriate resources</li> <li>Detailed innovative ideas with connections made to previous sessions and/or real-life situations</li> <li>Always addresses instructor's comments to original posts</li> <li>References materials, other than those provided by instructor</li> <li>Few grammatical or stylistic errors</li> </ul>	<ul style="list-style-type: none"> <li>Competent analysis, supported by various academically appropriate resources</li> <li>Some innovative ideas or connections to previous and current sessions' concepts and materials, but lack depth and/or detail</li> <li>Most of the time addresses instructor's comments to original posts</li> <li>References materials provided by instructor</li> <li>Several grammatical or stylistic errors</li> </ul>	<ul style="list-style-type: none"> <li>Scattered and poorly developed analysis rarely supported by academically appropriate resources</li> <li>Few, if any innovative ideas or connections made to previous and current sessions' concepts and materials</li> <li>Mostly anecdotal examples with no references to readings</li> <li>Rephrases or summarizes other postings</li> <li>Sometimes addresses instructor's comments to original posts</li> <li>Serious grammatical errors interfering with content</li> </ul>	<ul style="list-style-type: none"> <li>Superficial and undeveloped analysis</li> <li>No insight or thoughtfulness</li> <li>Off topic</li> <li>Never addresses instructor's comments to original posts</li> <li>No connections are made to previous and current sessions' concepts and materials</li> <li>No references to readings</li> <li>Obvious grammatical or stylistic errors, making understanding difficult</li> </ul>	/50

<b>Quantity of Responses</b>	• Exceeds minimum number of required quality postings	• Required minimum number of quality postings	• Initial post and fewer than minimum number of required quality postings	• Some, or all, required quality postings missing	/30
<b>Timeliness of Responses</b>	• Posts submitted on more than three days of the discussion time	• Posts submitted on three different days of the discussion time	• Posts submitted on fewer than three days of the discussion time	• All posts submitted at the last minute without allowing for response time	/20

## **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 student's best interest to ensure 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 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 and the educational opportunities it provides. City U 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 Harassment**

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 bound 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 its education programs and activities do not discriminate based on 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 the [CityU website](#) or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorkSafe, and the Workers' Compensation Board of Alberta, the University believes that its environment should always be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment, and bullying conduct, whether through person-to-person behavior 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 law's requirements 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 [CityU in Canada](#) website.

## **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.city.edu student portal. Accommodation 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.city.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. Students 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](#) under *Student Rights and Responsibilities* on the page titled *Academic Integrity Policy*.

## **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 must attend if they are present during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be in the [University Catalog](#) under-*Student Rights and Responsibilities* on the page titled *Attendance*.

## **Final Assignment Due Date**

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

# **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](mailto:disability@cityu.edu) or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal or in the *Start Your Course Here* module in your course under *Support Services*. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodation 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.

## **Brainfuse Tutoring**

CityU students have access to free online tutoring offered through Brainfuse, including writing support, from certified tutors 24 hours a day, seven days a week. Visit the Brainfuse page on the [my.cityu.edu](https://my.cityu.edu) portal for more information.

## **Course Rubrics**

This is an optional tool for including course rubrics as part of the master syllabus.