

Standard Course Outline
MKTG 437
Digital Marketing & Media

1. **General Information:**

Units: 3 credits

Prerequisites: MKTG 300

Course Coordinators: Dr. Sayantani Mukherjee; Dr. Pamela Miles Homer; Dr. Mary Celsi

2. **Catalog Description:**

The role of digital media (e.g., e-commerce, social media, search optimization, mobile applications, online video, gaming) in consumer behavior and implications for marketing strategies. Digital marketing metrics, analysis of online business models, and future trends in digital marketing also discussed.

3. **Curriculum Justification:**

The impact of the Internet and other digital media has exploded in recent years. With the rapid development of new technologies, the focus of marketing has also expanded to include aspects such as viral marketing through online social networks, online consumer communities, and online conversations (between marketer and consumer, between consumer and consumer). This course seeks to understand the use of digital media to fulfill the needs of marketers and consumers, and to gain an appreciation of evolving digital marketing strategies.

The overarching purpose of this course is to prepare students to take on business leadership roles in the evolving information age.

Course Objectives:

- *Learning goals – Critical Thinking:* Demonstrate understanding of the various steps that consumers and marketers go through in their decision-making process in virtual environments, integrate marketing knowledge in relation to digital marketing and media, and apply it to develop marketing strategies.
- *Learning goals – Communication:* Students will demonstrate that they are able to work in teams via a team project. This project is also presented orally in class to develop oral communication skills.
- *Learning goals – Ethics:* Evaluate ethical decision-making in relation to digital marketing and media.

4. **Outline of Subject Matter:**

This is a listing of the subject matter that should be covered in this course. Due to the dynamic nature of the topic area, this list will change frequently to include new and emerging topics and to delete ones rendered unimportant. This list does not preclude other topics that are part of the Digital Marketing area or the depth of some topics. The order of the topics

listed below may be adjusted and some topics listed may be discussed together. Additional topics can be added to the course based on the instructor's preferences in teaching this course.

	Topics:
1.	Introduction to Digital Marketing & Course Overview
2.	The Changing Marketing Environment
3.	Social Media & Viral Marketing
4.	Online Branding
5.	Online Consumer Behavior
6.	Online Advertising and Communications
7.	Analytics
8.	Virtual Worlds & Games
9.	Privacy, Security, and Piracy on the Internet and Digital Devices
10.	Mobile Marketing
11.	Marketing Research on the Internet and Digital Media
12.	Online Retailing and eCommerce
13.	Online Business Models
14.	Ethics in the Digital World

5. Methods of Instructions:

There must be at least one major project in the course:

- The group project should require students to generate ideas that are readily implemented.

Additional Active Learning tasks that can also be used in the course include:

- Individual participation and discussion.
- Participation (in-class) exercises that involve group work. Most texts have examples of these types of exercises.
- Formal presentation of group work (e.g., client projects, case studies).
- Exercises that include students actively working together either in class or outside of class on small projects, etc.
- Examinations that preferably use short answers, essays, and requiring some form of higher integration of concepts – NOT only multiple-choice questions. If multiple choice questions are used, they should be predominantly focused on application, not recall or recognition.

There is no standardized text for all sections of MKTG 437. Due to the absence of current textbooks that cover the required material, this course relies on professional hands-on books and additional assigned readings (e.g., Harvard Business School Publishers cases and readings).

7. Instructional Policies¹:

- Grading Policy:
 - Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade. See academic senate policy (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)
- Policy on Classroom Behavior:
 - All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
 - Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
 - Talking and other disruptive behavior are not permitted while classes are in session.
 - Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below.
 - It is the student's responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- Policies on Withdrawal, Late Withdrawals, and Incompletes:
 - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.
- Academic Integrity:
 - Students are expected to do original work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA (<http://www.csulb.edu/colleges/cba/dean/academic-integrity/>) and University policies regarding Academic Integrity (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/). Please avoid an embarrassing or unfortunate situation.
- Campus Computer/Network Usage:
 - Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the "Policy Governing Access to and Use of CSULB Computing Resources". These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

¹ Please refer to the university website for the latest policy.

- Disabilities:
 - Disabled Students Services (DSS): This is a student support service within the Student Services Division. Our Mission is to assist students with disabilities as they secure their university degrees at CSULB. We provide services to over 1300 students each semester. Over 3000 students with disabilities have graduated from CSULB with support from our program. The DSS office is located on the 2nd floor in the Administration Building, room SS/AD 270.