Digital Marketing – BUS 317 001
COURSE OUTLINE

Semester: Fall 2019
Class Time: Monday/Wednesday 08:30am-09:45
Class Room #: ED 193
Instructor: Dr. Lisa Watson
Office Hours: M/W 10:00-11:00 on days we have class (I will advise of days that I have conflicts), open door policy* and by appointment
Office: ED 512.3*
Phone: 337-2389 (I am more easily reached via email)
Email: Lisa.Watson@uregina.ca (please see email expectations)

Pre-requisites: BUS/ADMN 210
Students may not receive credit for both BUS 317 and BUS/ADMIN 417

Student Accessibility:
If there is any student in this course who, because of a disability, illness or injury, may have a need for special accommodation, please contact the Centre for Student Accessibility at 585-463l or accessibility@uregina.ca. You may also visit their offices in RC 251 or click here to learn more about available services and the registration process.

Textbook:
There is no required textbook for this course.

Optional Texts:
Any supplemental and crowdsourced reading links will be posted on URCourses.

Course Description:
Digital marketing strategy and planning have become essential elements of any overall marketing plan. While no longer a nascent field of marketing, what constitutes best practice in this field is constantly evolving. This course is built on the premise that staying current with technology is less important than understanding how digital marketing activities fit into an overall marketing strategy. Course content will consider all four Ps, as well as both macro and micro level issues, including the socio-cultural impacts of digital media on society, business, and marketing.

Learning Objectives:
1. To understand the impact that digital media have on marketing and how we define customer interaction.
2. To adopt higher level critical thinking by focusing on strategic and socio-cultural issues over technology and tactics.
3. To use experiential learning to apply course theories and concepts to a variety of real world situations.

**Course Regulation and Requirements:**

This is a business course. Accordingly, an appropriate level of professionalism is expected.

1. Please come to class *prepared* and having read the assigned materials for the week.
2. Please arrive to class and hand in assignments *on time*.
3. Please *refrain from talking* unless it is to make a direct class contribution.
4. Scientific evidence shows that digital media are distracting in a classroom environment. Students who use laptops and other electronic devices in class *and* students sitting near them who are able to see their screens earn grades that are significantly lower than other students in the same class. Should you plan to use any electronic devices for anything other than taking course notes on the lecture material, *please sit in the back row* so that you don’t adversely affect your colleagues. Research further shows that, on average, students who take *handwritten notes* significantly outperform students who take notes on laptops, as they process the content more deeply.
5. Please *turn off* your cell phone prior to entering the classroom. Texting under the table is just as disruptive to the students around you as partaking in non-class related activities on a laptop.
6. Students are expected to abide by the regulations of the University of Regina. See the University Calendar for more information. Be sure that you understand these regulations.
7. *Plagiarism and cheating constitute academic misconduct and will not be tolerated.* Despite the proliferation of plagiarism online, proper respect for and full disclosure of other people’s intellectual property is mandatory and *will* be strictly enforced in *every* instance. See the Handout on Academic Misconduct found on URCourse for more information.
8. *Late assignments will not be accepted* and will receive a grade of *zero (0%)* unless approved in advance and/or proper documentation is provided (e.g. medical or death certificate).
9. *Ask permission, not forgiveness.* If (beyond an emergency situation) you believe that you have a legitimate reason to require special consideration or a deadline extension, discuss the issue with your professor *in advance*. Providing excuses on the day or asking forgiveness after the fact demonstrates a lack of preparedness on your part and will not work in your favour.
10. Electronic-only assignment submissions will only be accepted as requested by the professor or under exceptional circumstances (e.g. medical emergencies, extreme weather, etc.).
11. You are responsible for *all* course materials whether or not you were in class when they were covered. Please make arrangements with a fellow student to share notes if you are absent.
12. Students should bring their student ID card or other government photo ID to the final examination and abide by the examination regulations set forth by the invigilator.
13. If you miss the final examination, you must arrange for a deferred examination through the faculty. Proper documentation will be required and university procedures must be followed.
Email Expectations:
This is a business course. Accordingly, an appropriate level of professionalism in electronic correspondence is expected.

1. Please use formal business format when corresponding with your instructor via email. Use a formal greeting, body and closing. (Note: “Hey” is not a formal greeting.)

2. Please avoid using texting short forms, and inappropriate language or tone.

3. Please allow a reasonable amount of time for your instructor to respond to messages. I limit checking my work email to while I am at work and I have a large number of students. This means that I will not typically respond to student emails on weekends and it may take me a bit of time to get through Monday morning and “crunch time” backlogs.

Email is not always the most appropriate medium for communicating. It can be particularly limiting when it comes to identifying learning roadblocks and providing student feedback. Sometimes two-way communication such as a telephone call or face-to-face meeting is a far more effective way to ask questions and have them answered.

1. Please only send questions that I can quickly and easily respond to in a return email. For answers to more in-depth questions, please ask to see me in my office or provide a telephone number and request that I call you.

2. Please do not email me assignments as attachments in advance of the due date and ask for general feedback via return email. Instead, either come to my office or request a telephone appointment to ask me to address any specific questions or concerns that you may have.

Finally, please send email directly to lisa.watson@uregina.ca as opposed to emailing me through URCourses to ensure a timely response.

Faculty of Business Administration Participant Pool:
The Participant Pool provides students with the opportunity to participate in studies to earn research credits that they can allocate toward eligible business classes (to a maximum of 2% per eligible class). For more information about our participant pool, please visit the faculty website.

TurnItIn & Citation:
Your instructor may have the TurnItIn plug in activated for some aspects of this course. In some instances, you may not be able to see that the TurnItIn function has been activated.

While plagiarism is particularly rampant on social media, you are expected to use links or other references to cite the sources of any thoughts or ideas not originally your own. While in some fora it may not be necessary to use a formal citation style, you are always responsible for citing your sources in some form. When in doubt, please consult your professor for guidance.

For assignment submissions, the benefits of TurnItIn are twofold. First, it may be used as a learning tool when preparing papers that require citation of other people’s intellectual property. Second, it protects your intellectual property by discouraging others from plagiarizing your work in future.
**Course Assessment:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td><strong>Preparation &amp; Participation Component:</strong></td>
<td></td>
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<tr>
<td>Classroom, speaker, blog post, and other post engagement</td>
<td>10%</td>
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<tr>
<td>Original blog post</td>
<td>10%</td>
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<tr>
<td><strong>Project component</strong></td>
<td></td>
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<tr>
<td>Live case project</td>
<td>30%</td>
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<tr>
<td><strong>Examination Component</strong></td>
<td></td>
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<tr>
<td>Midterm examination</td>
<td>20%</td>
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<tr>
<td>Final examination</td>
<td>30%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>100%</td>
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</table>

*You must achieve a clear pass on your examination component to be eligible to earn an overall pass in this course. Failure to meet this requirement will result in a grade of NP in the course.*

**Preparation & Participation Component**

**Classroom, Speaker, Blog Post, and Other Post Engagement**

Rather than sitting passively in class and listening to other people’s thoughts or reading posts on-line without contributing your own, you are encouraged to actively engage with all course-related content and topics. Simple attendance is not enough to constitute active participation or engagement. **Engagement** requires *active and meaningful* interaction during discussions and guest speakers’ talks in class, and with blog posts and other content posted on-line. Note that guest presentations, blog posts, and other on-line discussion content are just as relevant as lectures, and are thus testable material.

It is recognized that, due to personal interest, not all students will engage equally in all topics, thus a holistic grade for the term will be assigned for each student. Your instructor reserves the right to apply personal judgment when assigning final participation marks in order to take into account unevenly weighted participation. If you would like feedback on your participation performance at any time throughout the term, please ask.

The following guideline will be used as a foundation for holistic grade allocation (weighted to constitute **10%** of your final course grade):

- 5 – Consistently active and highly insightful contributions
- 4 – A good combined level of engagement and/or insight
- 3 – Contributions demonstrate some moderate engagement and/or thoughtfulness
- 2 – Contributions are perfunctory and/or not terribly insightful
- 1 – Contributions are reasonably few and generally superficial
- 0 – little to no contribution

**Original Blog Post**

This individual assignment is intended to give you the opportunity to explore more deeply a topic of your relevance to the course and share your insights with your colleagues in a well-researched yet digestible blog post format. Your blog post will be posted to our course blog for offline class discussion. Because all material covered in the course will be considered testable material, your post will also serve as a study tool for you and your fellow students when preparing for tests and exams.
Students will sign up for posting weeks and specific topics through UR Courses so that content is spread out over the course of the semester and topics are not heavily repeated. A detailed assignment sheet will be available on UR Courses.

**Project Component**

**Live Case Project**

This project is intended and designed to be completed in groups of two to three. However, you may work in teams of up to no more than four (1-4) for this assignment. The purpose of this assignment is to apply course concepts to a real business situation.

This project applies strategic digital marketing planning concepts to a real world case. Stage one is to conduct a thorough audit and strategic analysis of an organization’s existing digital marketing activities. Stage two is to develop a series of recommendations based on your analysis for improving the organization’s strategic digital marketing plan going forward.

Your audit/analysis should consider the firm’s entire digital presence/strategy within the context of the firm’s overall marketing strategy. In order to ensure that the scope of your project is appropriate and manageable (neither too small nor too big), all projects should be approved by your instructor before you begin. When developing your recommendations, you must apply your insights from your audit/analysis and remember to consider how it will fit within the firm’s overall marketing strategy.

A detailed assignment sheet will be available on UR Courses.

**Examination Component**

**Midterm Examination**

Examinations will consist primarily of multiple choice, short answer, case-based, and essay questions. The focus of testing will be on your ability to apply and integrate your knowledge of course concepts. All material covered so far in the course up to and including the prior class, both inside and outside of the classroom, is considered to be relevant material. A missed exam will receive a grade of zero (0%) unless the proper documentation is provided to and accepted by your instructor.

You may bring one (1) letter-sized page of notes to your examinations. There are no restrictions with respect to number of sides, margins, font size or content. Your midterm examination notes page must be submitted along with your completed examination, but will be returned to you with your graded paper.

**Final Examination**

Examinations will consist primarily of multiple choice, short answer, case-based, and essay questions. The focus of testing will be on your ability to apply and integrate your knowledge of course concepts. All material covered throughout the entirety of the course, both inside and outside of the classroom, is considered to be relevant material. A missed exam will receive a grade of zero (0%) unless the proper documentation is provided and formal university procedures are followed.

You may bring one (1) letter-sized page of notes to your examinations. There are no restrictions with respect to number of sides, margins, font size or content. Your final examination notes page must be submitted along with your completed examination and will not be returned.
### TENTATIVE Class Schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td>1</td>
<td>Sept. 4</td>
<td>Course Introduction</td>
<td></td>
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<tr>
<td>2</td>
<td>9</td>
<td>Modification of marketing concepts and the 7Ps</td>
<td></td>
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<tr>
<td></td>
<td>11</td>
<td>Consumers &amp; behavior</td>
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<tr>
<td>3</td>
<td>16</td>
<td>Objectives &amp; strategy</td>
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<tr>
<td></td>
<td>18</td>
<td>Toolbox (Web, Apps, Search, Social)</td>
<td></td>
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<tr>
<td>4</td>
<td>30</td>
<td>GUEST: Brennen Schmidt, ALEUS Technology Group</td>
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<td></td>
<td>Oct. 2</td>
<td>Landscape &amp; legislation</td>
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<td>5</td>
<td>7</td>
<td>POEM</td>
<td>Midterm examination</td>
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<tr>
<td></td>
<td>9</td>
<td>Midterm Examination</td>
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<tr>
<td>6</td>
<td>14</td>
<td><strong>Thanksgiving: No class</strong></td>
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<td></td>
<td>16</td>
<td>GUEST: Barb McGrath, Above the Fold</td>
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<td>7</td>
<td>21</td>
<td>Web and SEO</td>
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<td></td>
<td>23</td>
<td>GUEST: Dani Anderson, Carbon Marketing</td>
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<td>8</td>
<td>28</td>
<td>Analytics</td>
<td>Optional first project</td>
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<td></td>
<td>30</td>
<td>Content marketing</td>
<td>draft meetings Oct 28th - Nov 4th</td>
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<tr>
<td>9</td>
<td>Nov. 4</td>
<td>Engagement and social listening</td>
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<td></td>
<td>6</td>
<td><strong>Winter Break: No class</strong></td>
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<td>10</td>
<td>11</td>
<td><strong>Remembrance Day: No class</strong></td>
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<td></td>
<td>13</td>
<td>GUEST: Tanner Goetz, Munz Media</td>
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<tr>
<td>11</td>
<td>18</td>
<td>Distribution</td>
<td></td>
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<td></td>
<td>20</td>
<td>Pricing</td>
<td></td>
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<tr>
<td>12</td>
<td>25</td>
<td>GUEST: Kirk Morrison, Krugo App (TBC)</td>
<td>Live case project due</td>
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<tr>
<td></td>
<td>27</td>
<td>Product</td>
<td></td>
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<tr>
<td>13</td>
<td>Dec. 2</td>
<td>(hopefully one more guest to be confirmed)</td>
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<td></td>
<td>4</td>
<td>Course wrap-up &amp; exam preparation</td>
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*Final Examination  Monday, December 9th  09:00 – 12:00  Room TBA*
University of Regina
Counselling Services

Feeling Stressed? Always worried?

Some stress is normal when you’re going to university but 1 in 5 students will suffer from enough distress that they would benefit from counselling.

What can I do?
The U of R offers several counselling services free of charge for students at the U of R. These sessions are confidential and easy to access for students – simply go to the second floor of Riddell, Room 251 to make an appointment.

When should you go?
Knowing when to schedule an appointment can be tough. Some common issues you might need help with include test anxiety, if you’ve experienced a trauma like losing a family member or a close friend, or if you’ve recently ended a relationship.

If the feelings you’re experiencing are more intense and severe counselling services can also provide urgent service within 3 days and referrals as needed.

What options are available for me?

**Personal Counselling** – This is a great option if you’d like one on one attention for things like anxiety and panic, relationship conflict, depression, grief and loss, academic issues, body image and substance abuse. Up to 5 sessions are free per semester. Try it – talking about your problems can be more helpful than you might think!

**Group Counselling** – Simply put, you’re not alone. Many students are experiencing the same things as you. The U of R offers a wide variety of group counselling opportunities that can help teach many skills for managing your mental health, including: Meditation and relaxation, Healthy relationships, Stress Management and Self-Care.

But I can’t afford counselling...

Seeking counselling doesn’t have to be cost prohibitive. Many students can benefit from the 5 free sessions offered by the University as a benefit of being a student.

If you need more sessions make sure you contact URSU and visit www.iHaveAPlan.ca. Many expenses that are related to mental health, including going to a psychologist, are partially covered by your Student Health and Dental Plan!

What else can I do?

Self-care - taking better care of yourself, can help you out. Eating better, working out, smoking and drinking less and balancing school with fun can all help with mental health!

Have a problem but don’t know how to fix it? URSU’s Student Advocate can help you free of charge!

- Academic Appeals
- Disciplinary Appeals
- Student Loan Appeals
- Emergency Bursaries
- Notary Public
- Rentalsman Appeals
- E-mail advocate@ursu.ca to schedule an appointment today!