

BUS 317 (001) – Digital Marketing COURSE OUTLINE

DISCLAIMER: THIS COURSE OUTLINE IS TENTATIVE AND IS SUBJECT TO CHANGE AT ANY TIME.

Semester:	Fall 2023
Class Time:	11:30 AM to 12:45 PM (Mondays/Wednesdays)
Classroom:	Education 621
Professor:	Dr. Grant A. Wilson
Office:	540.4
Phone:	(306) 337-3222
Email:	Grant.Wilson@uregina.ca
Website:	https://www.uregina.ca/business/faculty-staff/faculty/wilson-grant.html

<u>Class Delivery:</u>	The first class (August 31) is recorded and posted on UR Courses. All other classes (September 7 to December 5) are in-person in Education 621.
<u>Contacting Professor:</u>	Students are encouraged to contact the professor and an appointment can be set up if needed. Email is preferred and please use business etiquette at all times. Please use your university email address as external emails (e.g., Hotmail.com) may not get through the University's system.
<u>UR Courses:</u>	The course website can be accessed via https://www.uregina.ca/urcourses/ . It contains all course material including lecture slides, assignment information sheets, and supplementary readings.
<u>Office Hours:</u>	By appointment via Zoom only.
<u>Need for Accommodation:</u>	The Centre for Student Accessibility upholds the University's commitment to a diverse and inclusive learning environment by providing services and supports for students based on disability, religion, family status, and gender identity. Students who require these services are encouraged to contact the Centre for Student Accessibility to discuss the possibility of academic accommodations and other supports as early as possible. For further information, please email accessibility@uregina.ca .
<u>Pre-requisites:</u>	BUS 210
<u>Textbook:</u>	Kingsnorth, S. (2022). <i>Digital Marketing Strategy: An Integrated Approach to Online Marketing</i> (3 rd Edition). Kogan Page Limited. ISBN: 1398605972

<p><u>Course Description:</u></p>	<p>This course examines leading trends in digital media and the evolving impact on marketing. The focus will be placed on increasing competitiveness through optimal use of digital media tools and platforms to increase both effectiveness and efficiency. All “4 Ps” of online products, pricing models, distribution methods, and use in promotional strategy will be examined. Customer relationships, engagement, and empowerment are also considered.</p>
<p><u>Academic Integrity:</u></p>	<p>Be sure you understand Section 6A –Student Code of Conduct and Right to Appeal, contained in the 2021-2022 Academic Calendar. Ask your instructor if you have any doubts or questions about what constitutes misconduct. https://www.uregina.ca/student/registrar/resources-for-students/academic-calendars-and-schedule/undergraduate-calendar/index.html. Also refer to the Hill School Code of conduct: https://www.uregina.ca/business/hill/assets/docs/pdf/Hill-and-Levene-students-code-of-conduct.pdf</p>

Grading:

Assignment / Test:	Due Date:	% of Course Grade
Midterm	October 16, 2023	25%
Personal Brand Audit	October 25, 2023	15%
Digital Marketing Project	November 29, 2023	25%
Final Exam	December 18, 2022 (9:00 AM – 12:00 PM)	35%
TOTAL		100%

Midterm Exam (25%):

The midterm exam will be a closed book, consisting of multiple-choice questions and short-answer questions. The content of the exam will include all material covered up to the exam date. No electronic devices will be permitted in the exam. If you must miss the midterm exam due to a serious medical problem, then you **MUST** telephone the professor prior to the exam to re-schedule. A doctor's certificate will be required.

Personal Brand Audit (15%):

Students will examine their online presence and digital brand. The personal brand audit consists of what you find when you Google yourself, ideal personal brand, and strategies to achieve desired online presence. The full assignment details will be posted on URCourses.

Digital Marketing Project (25%):

The digital marketing project is a group project. The professor will randomly assign students to groups of five. Students can request up to one partner and the professor will accommodate if possible. Students will complete a comprehensive digital marketing plan for a local company **WITHOUT** an online presence. Students will be applying the concepts, theory, and tools learned in class. The full assignment details will be posted on URCourses.

Final Exam (35%):

The exam is a closed book, consisting of multiple-choice, short-answer, and essay questions. The content of the exam will be comprehensive, covering all course material. No electronic devices will be permitted in the exam. The final exam is scheduled by the University of Regina for December 18, 2022 at 9:00 AM to 12:00 PM SK time, location TBA.

CLASS SCHEDULE

Class	Date	Topic	Reading	Assignments
1	Aug. 30	Introduction	Course Outline	
	Sept. 4	VICTORIA DAY (NO CLASS)		
2	Sept. 6	History of Digital Marketing	Ch. 1	
3	Sept. 11	Foundations of Digital Marketing Strategy	Ch. 1	
4	Sept. 13	Strategic Orientations	Reading #1	
5	Sept. 18	Integrating Digital Marketing Strategy #1	Ch. 3, 6, & 7	
6	Sept. 20	Integrating Digital Marketing Strategy #2	Ch. 3, 6, & 7	
7	Sept. 25	Channel Strategies & Reaching Customers #1	Ch. 8-10	
8	Sept. 27	Channel Strategies & Reaching Customers #2 (NO LIVE CLASS)	Ch. 8-10	WATCH RECORDED LECTURE
9	Oct. 2	Channel Strategies & Reaching Customers #3	Ch. 11-13	
10	Oct. 4	Channel Strategies & Reaching Customers #4	Ch. 11-13	
	Oct. 8-15	READING WEEK (NO CLASSES)		
	Oct. 16	MIDTERM EXAM		
11	Oct. 18	Channel Strategies & Reaching Customers #5	Ch. 14-15	
12	Oct. 23	Conversion, Retention, & Measurement #1	Ch. 16-18	
13	Oct. 25	Guest Speaker #1 (VR & AI)	N/A	DUE: Personal Brand Audit
	Oct. 30	PERSONAL BRAND AUDIT WORK PERIOD (NO CLASS)		
14	Nov. 1	Conversion, Retention, & Measurement #2	Ch. 16-18	
15	Nov. 6	Conversion, Retention, & Measurement #3	Ch. 19-20	
16	Nov. 8	Conversion, Retention, & Measurement #4	Ch. 19-20	
17	Nov. 13	Guest Speaker #2 (Applied Digital Marketing)	N/A	
	Nov. 15	GROUP PROJECT WORK PERIOD (NO CLASS)		
18	Nov. 22	Consumer Culture Theory	Reading #2	
19	Nov. 27	GROUP PRESENTATIONS	N/A	
20	Nov. 29	GROUP PRESENTATIONS	N/A	DUE: Digital Marketing Project
	Dec. 4	STUDY DAY (NO CLASS)		
	Dec. 18	FINAL EXAM – DEC 18 (9:00 AM – 12:00 PM)		