This syllabus is designed to be as complete as possible. Students are responsible for reading this syllabus and are accountable for all of the requirements contained therein.

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George Mason University

School of Business

SYLLABUS
MKTG 315-001
Digital Marketing
FALL 2019

Instructor: Shaun Dakin, MBA
Class Date/Time: Thursday 7:20-10:00 pm
Location: Robinson Hall B220
Office Hours: By appointment
Office: By appointment. I am typically at the Johnson Center by 5 PM every Thursday sitting by Panera and the Bookstore. Stop by and say hi.
Telephone: 703-829-0854 (mobile)
E-mail (preferred contact method): sdakin@gmu.edu (if really important CC my business email address shaun@dakinassociates.com)
Web page: Available through courses tab at MyMason portal (http://mymason.gmu.edu)

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Course Description

Explores impact of Internet technology on marketing strategy and practice. Topics include online advertising campaigns (focusing on search marketing), web site usability and content, and the use of social and interactive media to build customer relationships and foster brand loyalty.

Undergraduate Program Learning Goals:

Goal 1: Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.

Goal 2: Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.

Goal 3: Our students will demonstrate technical and analytic skills appropriate for success in business.

Goal 4: Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.
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**Goal 5:** Our students will demonstrate knowledge and skills appropriate for specialization in their majors.

**Goal 6:** Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.

**Texts, Tools & Materials (ALL ARE REQUIRED TO GET AN A)**

- **Stukent** online ($): Textbook and Simulation. One URL will access these but you will need to pay for each
- **TopHat** ($): In class interactive tool and during the week discussion tool
- **Twitter**: Free way I'll share interesting articles about internet marketing using #GMU315 as the hashtag. Those articles will be used for TopHat quizzes and in class discussion.
- **Kahoot**: Free tool that we will use for groups to create questions each week for a fun in class interactive competition.

**NOTE NOTE NOTE → YOU MUST USE YOUR GMU.EDU EMAIL TO REGISTER FOR YOUR TOOLS.**

**Online Text Book: Digital Marketing Essentials ($) AND Simulation REQUIRED**

This course uses a digital textbook and simulation that can be accessed and purchased at the following link: https://home.stukent.com/join/9FA-A25

**TopHat ($)**: REQUIRED

We will use TopHat throughout the semester.

To learn more and get help go here → https://success.tophat.com/s/categoryhome/Student

Log in → https://tophat.com/

**Manual Student Registration – Join Code 626349**

“Register for your Top Hat account manually by visiting www.tophat.com and clicking the *Sign up* button in the upper right hand corner of the page. Students will be prompted for your course’s 6-digit join code so we recommend making this identifier easily accessible to them - possibly on your course syllabus, course website, or an email sent to them. Each Top Hat course has a unique identifier, a 6-digit join code that differentiates your Top Hat course from any other courses. Your join code is listed under your course name in the upper left hand corner of your course page, as well, it is built into your course URL address.”

**Class Twitter (free):**
When I teach, I tweet at @DakinMarketing. Please follow this account. I'll use the hashtag #GMU315 if there are articles and information that we may use in class discussions.

#TMSIDK / #GMU315 : Each week you will be required to use twitter to share an article “Tell Me Something I Don’t Know”. See below for example of what is required.

→ https://twitter.com/dakinmarketing

Course Learning Outcomes

*Search Engine Optimization* – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.

*Search Engine Marketing* – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign’s conversion rates.

*Online Advertising* – Understand the various methods of online display advertising. Create an online display ad campaign and measures its ROAS (return on ad spend).

*Web Analytics* – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an eCommerce website based on the conversion funnel.

*Email Marketing* – Understand and implement best practices in marketing to a database of current and potential customers via email.

*Social Media* – Utilize knowledge of social media tactics to design an effective social media campaign.

*Reputation Management* – Implement online reputation management tactics to improve the online reputation of a brand.
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Academic Integrity

Mason is an Honor Code university; please see the University Catalog for a full description of the code and the honor committee process and read the information below. The principle of academic integrity is taken very seriously and violations are treated gravely. What does academic integrity mean in this course? Essentially this: when you are responsible for a task, you will perform that task. When you rely on someone else’s work in an aspect of the performance of that task, you will give full credit in the proper, accepted form. Another aspect of academic integrity is the free play of ideas. Vigorous discussion and debate are encouraged in this course, with the firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.

School of Management Community Standards

Community Standards of Behavior

The mission of the School of Business at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni that participate in these educational programs contribute to the well being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following

Community Standards of Behavior:
• Respect for the rights, differences, and dignity of others
• Honesty and integrity in dealing with all members of the community
• Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence.

The School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business.

Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.
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**Grading - 1000 total points plus extra credit**

**Graded elements for this course:**

- **G = Group**
- **I = Individual**

**Note on Groups**

Working in groups is not always easy. In fact, it can be hard. I assign groups randomly because in the real world you don’t get to pick your work mates (unless you are the boss).

Every semester there are rough spots working in groups. Someone doesn’t do what they are expected to do. Another person doesn’t respond to group texts. Yet another person disagrees with the majority opinion on what to do.

Guess what. That is life.

**REQUIRED FOR EACH GROUP**

I have two documents that I require each group to fill out and complete by the end of the 2nd week of class.

- **No exceptions.**

**Quizzes (I):** 11 of 11 chapter quizzes will count for a total of 150 points (approx. 14 points each)

You can take each quiz for as long as you want but they are due before each class. However you must take every quiz. I recommend that you take every quiz immediately after reading the chapter.

To be clear. There are 11 quizzes. You must take ALL 11 quizzes. They are due BEFORE CLASS EACH WEEK. You will have unlimited time to complete the quiz before the due date and time.

There are no exceptions. No “make ups”. No nothing.

**NOTE: YOU MUST TAKE ALL QUIZZES TO RECEIVE FULL CREDIT.**

**Midterm (I) – 100 points**

A midterm cumulative online exam will be given. It will be multiple choice and include questions from the quizzes and TopHat that you will have already taken.

25 questions at 4 points a question. Plus Extra Credit.
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Taken online anywhere you want to be located. There will be no in person class that evening.

→ **Buzzfeed Content Marketing Project (G): 200 points**

Over the semester we will work on a real time live Buzzfeed content marketing project where you will be working as a group to create a piece of content, a marketing plan around that content and then marketing that content. The group with the most “views” will win 😊! Minimum number of views must be 1000.

Details on BB.

→ **Attendance / Participation (I): 100 points**

We will use Qwickly and TopHat to keep track of your attendance and participation throughout the semester. It will be used to:

1. Take attendance
2. Take quizzes and assess learning

TopHat will be used to create your participation grade. It will be pass-fail. You show up and participate and you get full credit. You don’t attend class, you get a zero. You don’t participate in the polls and quizzes, you get a zero.

**Extra Credit:** The top three students with TopHat quizzes (in class) will get extra credit 10, 6 and 4 points.

**Tell me something I don’t know #TMSIDK #GMU315**

Each week I expect you to share at least one article that is related to Digital Marketing on twitter using these hashtags and @mentioning the class twitter account (@DakinMarketing)

This will be pass/fail. Either you share at least one article a week, or you don’t. I will keep track of every tweet.

**The format should be:**

Tweet one > “Twitter changes everything related to ads #gmu315 #tmsidk URL LINK”
Tweet two (in thread) > Why this is important. For example: “Anyone advertising on twitter must now pick their nose on Tuesdays.

**Due:** The tweet is due by 5 PM ET each week we have class.
**Update:** Update the class google doc with the URL to your tweet. Google doc [here](#).

→ **Simulation (I): 200 points**

This is Pass/Fail. If you complete each round, on time you will receive full credit. If you do not, you will not receive full credit. You will receive a zero.
You will be going through 5 rounds.

Each round is worth 40 points. You must submit your results from each round on BB to get full credit ON THE DATE AND TIME THAT THEY ARE DUE.

You will ALSO need to write up a short reflection as well as show your results.

- What worked for you? Budget, ad campaigns, keywords and research, products sold, email copy, etc.
- What did not work? Is there anything that you did that did not work?
- What are you doing differently in the next round?

If you do not complete each round by the scheduled day and time you will lose 20 points for each date missed.

Extra Credit: The top 5 people in terms of profitability will receive EC points.

Intro video > https://youtu.be/Rsc85yiDCto

→ Website Project (G): 150 Points in two parts

You will be tasked with creating your own basic website using WordPress as a group. More details on Blackboard.

→ Final Exam (I): 100 points

A final cumulative online exam will be given. It will be multiple choice and include questions from the quizzes and TopHat that you will have already taken.

25 questions at 4 points a question. Plus Extra Credit.

→ Extra Credit: Kahoot!

Team Competition (G): Throughout the semester each team will be required to create questions based off the video lectures if applicable. If not, then use the chapter(s) that have been assigned that week.

- **Topics**: Questions will come from the chapter reading that is assigned that week.
- **Number of questions**: Create 10 questions.
- **Where**: You will create the questions on Kahoot and email me the Q and A document (word) as well as as the link to Kahoot! Make sure that the links are set to OPEN for viewing and sharing.
- **Points**: Each question will be worth one point. I'll keep score throughout the semester and the team with the most points will get: 1\textsuperscript{st} = 10 points, 2\textsuperscript{nd} = 7 points, 3\textsuperscript{rd} = 5 points, 4\textsuperscript{th} = 3 points, 5\textsuperscript{th} = 2 points. 6\textsuperscript{th} on you will get 1 point only if you actual get a point!
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**Semester Grading Scale:** Your overall grade will be based on the schedule below:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>150</td>
<td>970+</td>
<td>A+</td>
</tr>
<tr>
<td>Midterm</td>
<td>100</td>
<td>940 – 969.9</td>
<td>A</td>
</tr>
<tr>
<td>BuzzFeed project (group)</td>
<td>200</td>
<td>900 - 939.9</td>
<td>A-</td>
</tr>
<tr>
<td>Simulation (Individual)</td>
<td>200</td>
<td>870 - 899.9</td>
<td>B+</td>
</tr>
<tr>
<td></td>
<td></td>
<td>840 - 869.9</td>
<td>B</td>
</tr>
<tr>
<td>Class Participation (TopHat)</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website project</td>
<td>150</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extra Credit</td>
<td>???</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1000</td>
<td></td>
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</tbody>
</table>

**Student Responsibilities:** For a summary of relevant university policies, see:

http://www.gmu.edu/catalog/apolicies/index.html, especially
http://catalog.gmu.edu/content.php?catoid=19&navoid=4065#grading

**Course activities and daily processes:** Read assigned readings and cases prior to attending class. For tests, you are responsible for all materials in the text, lectures, presentations and in-class discussions. If there is a definition, concept or principle you do not understand, it is your responsibility to ask for clarification.

**Exam Processes:**

**All exams will be online. You must have a laptop in class.**

Any use of electronic devices during testing times can be interpreted as a violation of the University Honor Code. These devices include cell phones, electronic translators, calculators, and similar devices. Any student using such devices during an exam or any form of cheating during exams will result in a grade of zero for the test and will be referred to the Honor Council.

**Exam makeups:** Consistent with University policy, only provable (i.e., documented) absences due to personal illness or family emergency constitute acceptable bases for missing exams. Students missing the final exam must request a waiver from the Assistant Dean in the Office of Academic and Career Services in ENT 008. Preplanned weddings, vacations and deep discount airfares are not acceptable absences. There are no make-up tests or adjustments to satisfy the convenience of students who are enrolled in this class.

No extra credit is offered to anyone individually. All students are graded with the same standard.

**Virtual Classroom:** Due to unpredictable weather and traffic, there may be a day when we are unable to attend class. During such a rare case, check your e-mail by noon the day of class. We are usually on campus by then, so if we are stuck in traffic you will know about by that time.

**Personal Challenges:** GMU provides students with significant resources to navigate the challenges of daily life. They include the Writing Center, Counseling and Psychological Services (CAPS), and several other student services. School of Business majors should visit the Office of Academic and Career Services in room ENT 008 for more information.
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Classroom Professionalism and Civility: Think about this class as a job interview. Would you arrive on time? Would you be prepared for the pertinent discussion? Would your cell phone be turned off? Would you text during a job interview? Would you demonstrate respectful and civilized word choice?

Teams: Several assignments will be conducted through team efforts. Teamwork is always a challenge. On one hand there are free riders and alternatively, there are domineering people who refuse to listen to the thoughts of others. Each member has the responsibility to make the teamwork.

Please do not come to me “whining” that team members are not pulling their weight. You are adults. Please deal with any inter team issues on your own.

Late Work: Assignments delivered late will be penalized 10% for each class day missed.

Use of E-Mail: Consistent with federal privacy laws, I do not respond to non-GMU e-mail with confidential information. I respond only to YourName@gmu.edu e-mail.

Email and Blackboard, Cancelled Classes and Emergency Information

Students must use their MasonLIVE email account to receive important University Information, including messages related to this class as per university policies. THIS IS MANDATORY IN ORDER TO COMPLY WITH STUDENT PRIVACY LAWS. See http://masonlive.gmu.edu for more information. Your MasonLIVE email and Blackboard will be used to communicate with you in class. If you do not use/respond to your MasonLIVE email address and/or Blackboard you may miss out on important information that may affect your grade. For example, in the past, I’ve had students make a mistake in submitting an assignment and by not responding to either MasonLIVE email and/or Bb they have missed out on the opportunity to correct the mistake and this has impacted their assignment and final class grade.
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George Mason University Honor Code

Students are reminded of their responsibilities under the George Mason University Honor Code. It is understood that the students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically—cheating and attempted cheating, plagiarism, lying, and stealing.

### School of Business Recommendations for Honor Code Violations

*Approved May 2016*

#### UG-Freshman Students

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plagiarism</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Failure to cite/attribute sources</td>
<td>A 10% reduction in the final course grade; referral to the Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
</tr>
<tr>
<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td><strong>Cheating</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td>A 10% reduction in the final course grade; and Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
</tr>
<tr>
<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td></td>
</tr>
<tr>
<td><strong>Lying</strong> (e.g., providing fraudulent excuse documents, falsifying data)</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
</tr>
<tr>
<td><strong>Egregious Violation</strong> (e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic performance, false identification or posing as another, in person or online)</td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
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</tbody>
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Note: The Academic Integrity Seminar used by Office of Academic Integrity costs $100.
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### School of Business Recommendations for Honor Code Violations
**Approved May 2016**

#### UG-Non Freshman Students (including transfer students)

<table>
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<td><strong>Plagiarism</strong></td>
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<tr>
<td>1. Failure to cite/attribute sources</td>
<td>An F in the class; referral to Writing Center; and Academic Integrity Seminar completion</td>
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<td>2. Representing someone else’s work as the student's own (e.g., copying and pasting)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cheating</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
<td>An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
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<tr>
<td><strong>Lying (e.g., providing fraudulent excuse documents, falsifying data)</strong></td>
<td>An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
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<tr>
<td><strong>Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic performance, false identification or posing as another, in person or online)</strong></td>
<td>An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one year suspension</td>
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Resources

Business Library Liaison Information:
- Jo Ann J. Henson, MLIS Business and Economics Liaison Librarian, Fenwick Library Fairfax Campus: http://infoguides.gmu.edu/business

School of Business Career Services: http://business.gmu.edu/undergraduate/career-services/

Disability: If you have a disability and you need academic accommodations, please see me and contact the Office of Disability Services (ODS) at 703-993-2474. All academic accommodations must be arranged through the ODS. Please take care of this during the first two weeks of the semester. More information about ODS is available at http://www.gmu.edu/student/drc

Religious Holidays: It is the student’s responsibility to speak to the instructor in advance in the event that their religious observances will impact their participation in class activities and assignments. Calendar of Religious Holidays: http://ulife.gmu.edu/calendar/religious-holiday-calendar/. Students who will miss class for religious reasons should inform me of their anticipated absences as soon as possible.

Counseling center: George Mason University has a counseling center that can provide assistance if you find yourself overwhelmed by life, want training in academic or life skills, or the like. More information is available at http://www.gmu.edu/departments/csd/. Counseling and Psychological Services (CAPS): (703) 993-2380.

Inclement weather & campus emergencies: Information regarding weather related changes in the University’s schedule (e.g., closing or late opening) will be provided on the GMU website and via MasonAlert. Students sign up for the Mason Alert system to provide emergency information of various sorts at https://alert.gmu.edu.

An emergency poster exists in each classroom explaining what to do in the event of crises and that further information about emergency procedures exists on http://www.gmu.edu/service/cert.

Inclement weather & campus emergencies: Information regarding weather related changes in the University’s schedule (e.g., closing or late opening) will be provided on the Mason website and via MasonAlert. I plan to hold class unless the campus is officially closed. If class is cancelled due to inclement weather or other emergency, activities (e.g., coverage of the material, presentations, etc.) schedule for that class will be moved to the next class. Other adjustments may also need to be made.

Other Useful Campus Resources
Writing Center A114 Robinson Hall; (703) 993-1200; http://writingcenter.gmu.edu

Learning Services http://caps.gmu.edu/learning-services

University Career Services http://careers.gmu.edu

University Policies The University Catalog, http://catalog.gmu.edu, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other
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Policies are available at http://universitypolicy.gmu.edu/. All members of the university community are responsible for knowing and following established policies.
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Course Schedule

See separate Word file on Dropbox.