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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**SYLLABUS**  
**MKTG 315-001**  
**ONLINE CLASS**  
**Internet Marketing**  
**Spring 2020**

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Shaun Dakin, MBA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Date/Time:</td>
<td>ONLINE. Class starts Monday and finishes Friday.</td>
</tr>
<tr>
<td>Location:</td>
<td>ONLINE</td>
</tr>
<tr>
<td>Office Hours:</td>
<td>By appointment</td>
</tr>
<tr>
<td>Office:</td>
<td>Online</td>
</tr>
<tr>
<td>Telephone:</td>
<td>703-829-0854 (mobile)</td>
</tr>
<tr>
<td>E-mail (preferred contact method):</td>
<td><a href="mailto:sdakin@gmu.edu">sdakin@gmu.edu</a> (if really important CC my business email address <a href="mailto:shaun@dakinassociates.com">shaun@dakinassociates.com</a>)</td>
</tr>
<tr>
<td>Web page:</td>
<td><a href="http://www.DakinAssociates.com">www.DakinAssociates.com</a></td>
</tr>
</tbody>
</table>

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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** (those in **bold** will be addressed in this class):

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

- **Stukent** online ($): Textbook, videos and Simulation. One URL will access these but you will need to pay for each
- **TopHat** ($): 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.

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

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

This course uses a digital textbook and simulation that can be accessed and purchased at the following link

[https://home.stukent.com/join/D11-C69](https://home.stukent.com/join/D11-C69)

**TopHat ($): REQUIRED**

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

We will use TopHat throughout the semester.

To learn more and to get help go here ➔ [https://success.tophat.com/s/](https://success.tophat.com/s/)

Log in ➔ [https://tophat.com/](https://tophat.com/)

**Manual Student Registration – Join code = 065493**

“Register for their Top Hat account manually by visiting [www.tophat.com](http://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.”
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**Class Twitter (free):**

When I teach, I tweet at [@DakinMarketing](https://twitter.com/dakinmarketing). Please follow this account. I'll use the hashtag #GMU315 if there are articles and information that we may use in class discussions. You are welcome to @ me and use the class hashtag as well to share relevant information you think that the class may be interested in reading.

→ [https://twitter.com/dakinmarketing](https://twitter.com/dakinmarketing)

**Course Learning Outcomes**

1. **Digital Marketing** –
   a. Understand the basics of internet marketing and how it is part of marketing as a discipline.

2. **Basic Web Design** –
   a. Understand and utilize multiple design philosophies to design and revise webpages to maximize conversion rate.
   b. Create a basic website to optimize for onsite SEO.

3. **Search Engine Optimization** –
   a. Understand how search engines work.
   b. 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.

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

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

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

7. **Email Marketing** –
   a. Understand and implement best practices in marketing to a database of current and potential customers via email.
   b. Create an email marketing campaign and measure results.

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

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

10. **Content Marketing** –
    a. Understand content marketing fundamentals.
    b. Brainstorm, write, publish and monitor a piece of content in order to reach at least 1000 views.
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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

Graded elements for this course:

\[ G = \text{Group} \]
\[ I = \text{Individual} \]

1000 total points

→ Quizzes (I): 11 (the first 11) of 13 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 and there is not a due date. However you must take every quiz. I recommend that you take every quiz immediately after reading the chapter and watching the lecture videos.

**NOTE: YOU MUST TAKE ALL 11 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.

→ **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.

While much of the project is group oriented, each of you will need to do an Adobe spark video summary at the end.

→ **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 assigned.

You will need to write up a short reflection as well as show your results.
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- 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. For example, you complete all 5 rounds but you wait until the final due date. You will lose 80 points total (4 x 20) and receive 120 points for the simulation.

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

→ **6 Expert Sessions (I) (videos): 100 points – Each quiz will be worth 16.6 points.**

**Stukent** provides a bunch of great expert videos.
[https://www.stukent.com/expert-session-speakers/](https://www.stukent.com/expert-session-speakers/)

You will be watching 6 expert video lectures throughout the semester. You will watch the expert videos on stukent.com (Located within each chapter) and take a quiz after each one.

**NOTE:** These are NOT the same as the lecture videos.

These have **unlimited attempts.** You can take them as many times as you wish.

You must watch all videos and take all 6 quizzes. If you do not, you will lose 16.6 points for each quiz you do not take.

→ **Website Project (G): 50 Points in two parts**

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

→ **#TMSIDK (Tell Me Something I don’t know): 100 Points**

Every week you will be required to share on twitter a news article that is related to Digital Marketing and is NEW. The article should be relevant to Digital Marketing and should be within the past month.

You will do this on twitter. You will tag @DakinMarketing and use #gmu315news as the hashtag.

To be counted you must have two tweets and then cut and paste the link.

1) The original article link
2) The reason why you think this is important (in the sub tweet)
3) Cut and paste #1 into the supplied Google spreadsheet.
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Final Exam (I): 100 points

A final **cumulative** online exam will be given from Chapters 1-11. 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:

**EC will be available ad hoc throughout the semester!**

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 A</td>
<td>770 – 799.9 C +</td>
</tr>
<tr>
<td>Simulation (Individual)</td>
<td>200</td>
<td>870 – 899.9 B</td>
<td>740 – 769.9 C</td>
</tr>
<tr>
<td>Expert Sessions (Individual)</td>
<td>100</td>
<td>840 – 869.9 B</td>
<td>700 – 739.9 C -</td>
</tr>
<tr>
<td>#TMSIDK</td>
<td>100</td>
<td>600 – 699.9 D</td>
<td>F</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
<td>&lt; 600</td>
<td>F</td>
</tr>
<tr>
<td>Website project</td>
<td>50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extra Credit</td>
<td>??</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL 1000 points
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**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 and BUS provide 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. BUS majors should visit the Office of Academic and Career Services in room ENT 008 for more information.

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. As an incentive to assure team cooperation, each member will privately evaluate all members of the team at the end of the semester. Also, students can be “fired” from the team, but by so doing, the team will receive a 5% penalty for their actions.

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.
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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 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.

<table>
<thead>
<tr>
<th>School of Business Recommendations for Honor Code Violations</th>
<th>Approved May 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UG-Freshman Students</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Type of Violation</strong></td>
<td><strong>First Offense</strong></td>
</tr>
<tr>
<td>Plagiarism</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>
</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>
</tr>
<tr>
<td>Cheating</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>
</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>
</tr>
<tr>
<td>Lying (e.g., providing fraudulent excuse documents, falsifying data)</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
</tr>
<tr>
<td>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)</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>
</tbody>
</table>

Note: The Academic Integrity Seminar used by Office of Academic Integrity costs $100.
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.

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plagiarism</td>
<td>An F in the class; referral to 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>Cheating</td>
<td>An F in the class; 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>Lying</td>
<td>An F in the class; 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>
</tr>
<tr>
<td>Egregious Violation</td>
<td>An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one year suspension</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
</tr>
</tbody>
</table>

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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](http://infoguides.gmu.edu/business)

School of Business Career Services: [http://business.gmu.edu/undergraduate/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](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/](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](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](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](http://www.gmu.edu/service/cert).

Other Useful Campus Resources
- **Writing Center** A114 Robinson Hall; (703) 993-1200; [http://writingcenter.gmu.edu](http://writingcenter.gmu.edu)
- **Learning Services** [http://caps.gmu.edu/learning-services](http://caps.gmu.edu/learning-services)
- **University Career Services** [http://careers.gmu.edu](http://careers.gmu.edu)
- **University Policies** The University Catalog, [http://catalog.gmu.edu](http://catalog.gmu.edu), is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other
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. 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 →