NSU NOVA SOUTHEASTERN UNIVERSITY
H. Wayne Huizenga College of Business and Entrepreneurship

MKT 3600 - Digital and Search Engine Marketing

I. Course Information

Course: MKT 3600 - Digital and Search Engine Marketing
Semester Credit Hours: 3.0
Course CRN and Section: 20463 - 6W1
Semester and Year: Fall 2017
Course Start and End Dates: 10/16/2017 - 12/10/2017

II. Instructor Information

Professor: Dr. John T Gironda
Email: jgironda@nova.edu

Office Hours:
Wednesday 1PM-6PM, and by appointment

III. Class Schedule and Location

Day	Date	Time	Location	Building/Room
	10/16/2017 - 12/10/2017		On-line Course	-

IV. Course Description

In this course, students will examine how online marketing techniques can maximize brand awareness and sales generation. Through marketing plan and other exercises, students will learn how to develop advertising and communications strategies that blend traditional marketing concepts with marketing in a digital age. Specifically, the course demonstrates how to boost website traffic through online advertising, precision email campaigns and websites designed for customer usability. In addition, students will further examine how engine marketing techniques and keyword research are used in Web 2.0 environments to maximize website exposure and viewer experience. The course will then demonstrate the most effective ways to measure these results through web analytics. Prerequisites: MKT 3050. Frequency: Every Fall and Winter.

V. Course Objectives / Learning Outcomes

Upon successful completion of this course, the student will be able to:
1) Demonstrate an understanding of the interaction between traditional and online marketing strategies as it relates to brand awareness, consumer behavior and sales generation.
2) Use web analytics to effectively measure online campaigns and search engine marketing results.
3) Recognize the values of, and demonstrate an ability to create, online marketing strategies for boosting website traffic.
4) Demonstrate an understanding of how keyword research impacts the search engine performance results of websites.
5) Demonstrate professional verbal and written communication skills in presenting digital and search engine marketing plans.

VI. Materials and Resources

Book Url: NSU Book Store
Section Required Texts and Material:
a. *Book 1:*
E-Marketing: Judy Strauss & Raymond Frost, **7th Edition**
Publisher:Prentice Hall
ISBN-10: 0132953447
ISBN-13:978-0132953443

b. *Book 2:*
SEO Made Easy: Everything You Need to Know About SEO and Nothing More
Publisher: Que Publishing/Prentice Hall
ISBN-10: 0789751232
ISBN-13: 978-0789751232

Section Supplemental Material:
c. APA Manual
The APA Manual 6th Edition is a recommended textbook for all courses.

VII. Course Schedule and Topic Outline

Course Schedule:

Week/Day	Dates	Readings/Topic	Assignments and Exams
Week 1	October 16-22	Ch.1: E-Marketing: Past Present & Future	Discussion Board #1 Form Teams – Exchange Info, etc.
Week 2	October 23-29	Ch. 2: Strategic E-Marketing & Performance Metrics Ch. 3: The E-Marketing Plan Ch. 4: Building Inclusive E-Markets	Performance Metrics Assignment Due By October 29th 11:59PM Form Teams – Exchange Info, etc.
Week 3	October 30 - November 5	Ch. 5: Ethical and Legal Issues Ch. 6: E-Marketing Research Ch. 7: Consumer Behavior Online	Discussion Board #2 Begin Working on Personal Websites Begin Working on Team Assignments
Week 4	November 6-12	**Exam 1: chapters 1-7**	Exam 1: chapters 1-7 Work on Personal Websites Working on Team Assignments
Week 5	November 13-19	Ch. 8: Segmentation, Targeting, Differentiation & Positioning Strategies Ch. 9: Product: The Online Offer Ch. 10: Pricing: The Online Value	Personal Website Assignment Due By November 19th 11:59PM
Week 6	November 20-26	Ch. 11: The Internet For Distribution Ch. 12: E-Marketing Communication Ch. 13: Engaging Customers with Social Media	Discussion Board #3

Week 7	November 27 - December 3	Ch. 14: Buying Digital Media Space Ch. 15: Customer Relationship Management	**Firm Analysis Project Due By December 3rd 11:59PM**
Week 8	December 4-10	**Exam 2: chapters 8-15**	**Exam 2: chapters 8-15**
Week 8	December 4-10	**Optional Cumulative Final exam**	**Optional Cumulative Final exam**

VIII. Assignments

a. Discussion Board: On select Mondays, the Professor will post a question to the Discussion Board. Answers to that question are due by Friday 11:59PM and then students are expected to comment on at least two other student's answers by the end of that week (Sunday 11:59PM). Each answer should be well thought out and complete. Additionally, posts should be well-informed, relevant, well-written, checked for grammar/spelling, and respectful of others. **b. Individual Assignments:** There will be 2 individual assignments for the course: (1) a performance metrics assignment and (2) the creation of a personal website. **c. Team Firm Online Activity Analysis Project:** Teams will complete a project by performing an analysis of a company's online strategies and turning in a detailed written report of their findings as well as a set of PowerPoint slides that would correspond to a presentation of approximately 10-15 minutes that will be due in Week 7 of the term. Each team must analyze a different company. Firm selection will be done on a first-come, first-served basis and the instructor must approve all company selections.

*Note: This project is a team/group activity. However, your individual grade will depend heavily on peer evaluations of your overall performance and contribution to the assignment.

IX. Assessments

Exams

There will be both a Midterm and a Final Exam for the course. The Midterm Exam will cover Chapters 1-7 and the Final Exam will cover Chapters 8-15.

Deliverable & % of Grade	Date Due	%
Exams Exam 1 Midterm Exam 2 Final	 Week 4, Day 7 Week 8, Day 7	20% 20%
Individual Assignments Performance Metrics Assignment Personal Website Assignment Discussion Board Participation	 Week 2, Day 7 Week 5, Day 7 Weeks 1, 3, 6	. 5% 15% 15%
Team Assignments Firm Online Activity Analysis Project	. Week 7, Day 7	25%
Total		100%

X. Grading Criteria

Undergraduate Grading Criteria:

Percentage	Letter Grade	Description	GPA Equivalent
95 - 100	A	Excellent	4.0
90 – 95	A-		3.7

87 - 90	B+		3.3
83 – 87	B	Good	3.0
80 – 83	B-		2.7
77 – 80	C+		2.3
72 – 77	C	Satisfactory	2.0
70 - 72	C-		1.7
68 - 70	D+		1.3
60 - 68	D		1.0
<60	F	Failure	0.0
No rounding of scores.			

XI. Course Policies

NSU e-mail & Blackboard: Students are required to check their NSU e-mail and Blackboard at least once a day for course announcements and updates. Students are responsible for all course related communications including changes to the syllabus, schedule, etc. sent via NSU e-mail.

Grammar and Spelling: Students are expected to write at the college level. If you need writing assistance or have problems with spelling and grammar, one-on-one tutoring sessions are available with the Office of Academic Services (OAS) for free. Here is a link to their webpage: http://www.nova.edu/tutoring-testing/index.html

Safe Assign: Written components of any assignment or project will be submitted to Safe Assign anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of NSU policies. **Assignments are to be submitted prior to or on due dates.** Credit on assignments submitted late will reduced incrementally for each day it is late.

XII. University Policies

Academic Integrity

The university is an academic community and expects its students to manifest a commitment to academic integrity through rigid observance of standards for academic honesty. The university can function properly only when its members adhere to clearly established goals and values. Accordingly, the academic standards are designed to ensure that the principles of academic honesty are upheld.

The following acts violate the academic honesty standards:

- Cheating — intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise.
- Fabrication — intentional and unauthorized falsification or invention of any information or citation in an academic exercise.
- Facilitating Academic Dishonesty — intentionally or knowingly helping or attempting to help another to violate any provision of this code.
- Plagiarism — the adoption or reproduction of ideas, words, or statements of another person as one's own without proper acknowledgment.

Students are expected to submit tests and assignments that they have completed without aid or assistance from other sources. Using sources to provide information without giving credit to the original source is dishonest. Students should avoid any impropriety or the appearance thereof in taking examinations or completing work in pursuance of their educational goals.

In support of the Code of Student Conduct, any violations of the Code of Student Conduct and Academic

Responsibility and/or university policies and procedures may result in disciplinary action and/or criminal prosecution. Disciplinary action may include, but not limited to, failing the assignment and/or the entire course, academic probation, suspension, or expulsion and are administered initially by the faculty member, who is required to report any incident of misconduct to their department chair and the Office of the Assistant Dean. This code seeks to promote high standards of behavior and academic integrity by setting forth the responsibilities of students as members of the university community. Abiding by the code ensures a climate wherein all members of the university community can exercise their rights of membership. If students have questions about what constitutes academic misconduct before turning in an assignment, they should see their Instructor or the NSU Student Handbook

Accommodations for Students with Documented Disabilities: For more information about ADA policy, services, and procedures, students may contact the Office of Student Disability Services at 954-262-7189. Each student with a disability should contact the Office of Student Disability Services prior to the commencement of classes to discuss his or her needs.

Last Day to Withdraw: To withdraw from a course, it is not sufficient simply to stop attending class or to inform the instructor of your intention to withdraw. In accordance with college policy, contact your academic advisor to begin the withdrawal process. The last day to withdraw from a course is detailed on the applicable Academic Calendar.

Email Policy: All email communications between students and faculty must be conducted via NSU email accounts. This requirement will assist NSU in communicating more effectively and protecting your privacy. Emails sent to faculty from non-NSU accounts will be returned to the sender with instructions to resend the communication from your NSU account. To set up an NSU email account or to get help with an existing account, visit the Computing Help Desk.You may also call the Help Desk at (954) 262-HELP or 1-800-541-6682, ext. HELP (4357).

Student Course Evaluations: Student comment and feedback evaluating each college class is an important tool to evaluate program effectiveness. Participation in this process is a responsibility of each student. The university uses electronic evaluations that are completed online. It is important to the faculty and administration that students complete the online evaluation of each course. Students will be notified via NSU email accounts when the evaluation web link is opened (approximately the next-to-last week of the course). At the completion of the term and after instructors submit grades, instructors will receive an anonymous summary of the entire class's evaluation. Student names or ID numbers cannot be identified.

Library Resources: Students conducting research for class assignments may use the Alvin Sherman Library, which provides extensive access to print and electronic books and academic/scholarly journals and hundreds of databases in a variety of subject areas with full-text articles, videos, reference books, statistics, company profiles, and general news. Reference librarians are available in person at the Reference Desk as well as by phone (954-262-4613), email, chat, text, and individual appointment to provide instruction on how to identify and use library resources. For times and details, visit the library's Ask a Librarian webpage. Library Guides and Tutorials are also available online.

Student Success: All undergraduate students and faculty are encouraged to utilize the Office of Undergraduate Student Success to locate information about university-wide resources designed to promote student success.

Sample of Cover Page to be Used for All Assignments

Nova Southeastern University
H. Wayne Huizenga College of Business and Entrepreneurship
Assignment for Course: (Course number and title)

Submitted to: (Professor's name)

Submitted by: (Student's name)
                                             (Student's ID number)
                                             (Address)
                                              (Work phone number)
                                             (Home phone number)

Date of Submission:

Title of Assignment:
CERTIFICATION OF AUTHORSHIP: I certify that I am the author of this paper and that any assistance I received in its preparation is fully acknowledge and disclosed in the paper. I have also cited any sources from which I used data, ideas of words, whether quoted directly or paraphrased. I also certify that this paper was prepared by me specifically for this course.
Student Signature: _____
****

Instructor's Grade on Assignment:
Instructor's Comments: