

COURSE SYLLABUS



COURSE TITLE:	Digital Marketing (MARK 433)
CLASS SECTION:	001
TERM:	S2024
COURSE CREDITS:	3
DELIVERY METHOD(S):	Face-to-face

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME:	Cynthia Wrate, MBA
EMAIL:	wratec@camosun.bc.ca
OFFICE:	CBA 221
HOURS:	Mondays 4:30 – 5:30 (online or in-person) or by appointment
WEBSITE:	https://online.camosun.ca/d2l/home

As your course instructor, I endeavor to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

Students will apply skills necessary to select and use digital technologies for a strategic competitive advantage. Students will integrate concepts of building an online presence and the tools required to incorporate digital technologies within an organization's marketing mix. Note: It is recommended that students have completed second year in their program prior to taking this course.

https://calendar.camosun.ca/preview_program.php?catoid=24&poid=3826

PREREQUISITE(S):

One of:

- C in [MARK 220](#)
- C in [MARK 233](#)

And one of:

- Bachelor degree from a recognized post-secondary institution
C in [ABT 294](#)
- C in [ABT 270](#)

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course a student will be able to:

- Apply digital technologies for the development of market strategies in diverse contexts.
- Integrate E-commerce and digital marketing within the overall marketing mix of a company.
- Undertake a strategic audit of a business web presence.
- Create a marketing plan for an Internet business.
- Demonstrate the ability to function as a productive member of a team.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION



Textbook (open source): Dolbec, P. (2021). Digital Marketing Strategy. (Vs 2.0). Montreal: Concordia University.

<https://opentextbooks.concordia.ca/digitalmarketing/>

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<https://creativecommons.org/licenses/by-nc-sa/4.0/>

Readings: As assigned by instructor

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK or DATE RANGE	READING	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
WEEK 1 May 6/8	Introduction to Digital Marketing	Class & course introductions Digital marketing foundations	Exercise 1 Website performance (Wed)
WEEK 2 May 13/15	Understanding the Digital Consumer	Customer Personas	Exercise 2 Persona (Wed) Quiz 1
WEEK 3 May 20/22	Planning for a Digital Marketing Campaign	Customer Journey mapping (May 22)	Monday May 20 College Closed Exercise 3 Journey map
WEEK 4 May 27/29	Instructor Video links	Keywords Search Engine Optimization (SEO)	Exercise 4 Keywords Quiz 2
WEEK 5 June 3/5	Introduction to Digital Strategy	Inbound/Outbound Objectives & KPIs	Introduction to Client Project Teams Formed
WEEK 6 June 10/12	Continued	RACE Framework Intro to Competitive Analysis	Exercise 5 Digital Journey Map

WEEK or DATE RANGE	READING	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
WEEK 7 June 17/19	Reach: Generating Awareness and Attracting Visitors	Project Work Session June 19 (Convocation - no in-person class)	Quiz 3
WEEK 8 June 24/26	Act: Creating Content Instructor links	Content marketing Digital tools Podcasting	Client website draft analysis / competitive analysis due
WEEK 9 July 1/3	Continued	Pillar Pages	Monday July 1 College Closed Exercise 6 Content Calendar Quiz 4
WEEK 10 July 8/10	Act: Lead Generation and Lead Nurturing	Lead generation	Exercise 7 Lead scoring
WEEK 11 July 15/17	Convert: Conversion Optimization	A/B testing Retargeting	Exercise 8 Retargeting ads
WEEK 12 July 22/24	Engage: Building Loyalty and Co-Creating With Customers	Lifetime Value RFM Analysis Co-Creation	Exercise 9 Lead users & co-creation Quiz 5
WEEK 13 July 29/31	Client Meeting	Group Presentations	
WEEK 14 Aug 5/7		Digital Marketing Certifications Work Block (no in-person class)	Monday Aug 5 College Closed
EXAM WEEK		NO FINAL EXAM	

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams). <https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
QUIZZES & EXAMS	20%
Content quizzes (5 x 4%)	20%
PROFESSIONALISM/PARTICIPATION/ENGAGEMENT	42%

DESCRIPTION	WEIGHTING
In class exercises (9 x 3%)	27%
Digital marketing certifications	15%
MAJOR PROJECT	38%
Website assessment	7%
Customer profile	7%
Marketing / monetization plan	10%
Client presentation	9%
Peer Evaluation	5%
TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](#) policy for more information.
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

ASSIGNMENTS

The School of Business uses APA style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See current Camosun College Library APA Citation Style Guide (7th edition) available at: <https://camosun.libguides.com/apa7>

Where required by your instructor, submit all assignments into the D2L assignments by your last name. In-text citations for quotes, paraphrasing, and references must be consistent with APA standards.

Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark. All submitted work must be properly referenced to sources.

Unless otherwise specified, you are to submit your own work. Any work collaborated on (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Full assignment descriptions and any associated rubrics are found in the assignments section of the course D2L site.

SCHOOL OR DEPARTMENTAL INFORMATION

DEADLINES and EXAMS

You must submit your assignments by the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm, or final exam.

EXAM DATES WILL NOT BE RESCHEDULED. Non-attendance on scheduled exam dates will result in a zero

grade. All exams must be written at the scheduled times with the exception of students requiring an accommodation by CAL (the [Centre for Accessible Learning](#)).

It is understood that emergency circumstances do occur (e.g. severe illness or family emergency); for such circumstances accommodation may be granted at the discretion of the instructor, provided the student:

- a) notifies the instructor in advance of the exam (not after), and
- b) provides documented evidence of the circumstance (e.g. medical certificate).

In most cases of an excused absence for an exam, an alternate exam will be scheduled for the student at the end of term.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/writing-centre

Support Service	Website
	supports/help-centres/writing-centre-learning-skills

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities:

<https://camosun.libguides.com/academicintegrity/welcome>

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc.). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<https://camosun.ca/services/academic-supports/accessible-learning>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal (see [policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.