

SYLLABUS PART II
EDISON STATE COMMUNITY COLLEGE
MKT 231S Digital Marketing
3 CREDIT HOURS

Section/Term: MKT-231S-801FS

Class Meeting Time: Online

Location: Online

Required items: *Digital Marketing Essentials* by Jeff Larson and Stuart Draper (online text);
Digital Marketing Simternship (part of the Digital Marketing Essentials online text)

Faculty: Jason Benning
Bachelor of Science, Marketing, Franklin University, 2011

E-mail: jbenning1453@edisonohio.edu

Faculty Contact: If you have questions or concerns, please contact me via email through your Edison State email or send a direct message within the course messaging feature on Blackboard. You are also welcome to set up an appointment to meet virtually via Teams.

Class Policies

Attendance

To do well in this class, you must be self-disciplined, an active learner, and able to work both independently and collaboratively. You will be asked to submit assignments individually as well as participate in discussions or projects with other class members. If you fail to be in contact for more than 10 days, the last day of contact (meaning the last time you signed on to the course Blackboard site) will be recorded as the “Last Date of Attendance.”

It is also your responsibility to use your Edison student email frequently so that you have access to information e-mailed to you by your instructor.

Late Work

All work should be submitted on time and by the published due date. No late work will be accepted after 48 hours of the assigned deadline. **Work will NOT be accepted after the term has officially ended.** I reserve the right to make exceptions due to extreme circumstances at my discretion. *Any extension given for extreme circumstances will require documentation submitted to the instructor.

Testing Your Faith Act Policy

Edison State Community College is committed to providing an environment respectful of students' beliefs. Students are permitted to be absent for up to 3 days each semester based on their faith, religion, or spiritual belief system with no academic penalty. Students must complete the Testing Your Faith Act Accommodations Form, <https://www.edisonohio.edu/services-support/registration-records>, located in “Forms” and provide a copy to their individual faculty within 14 days from the start of the course. The entire policy can be found in the stu-

dent handbook at <https://www.edisonohio.edu/services-support/student-resources>.

*All other institution policies are listed within Blackboard

Other Information/FAQs

When do I have to be online?

There is not a set time to be online; in fact, it will be very seldom that class members are online at the same time. That does not mean it is a self-paced class. In order to successfully complete the class and participate in discussions, the assignments need to be completed within the time frames stated in the syllabus. **You should plan to access the course site a minimum of 3 times per week, and check your Edison student email at least 3 times per week as well.**

How much time will I need to spend on class?

The realistic bare minimum is 12 hours a week; an average is 16-18 hours. This includes time for reading assignments, studying for tests, participation on the discussion board, and writing assignments. One of the things you need to keep in mind is that your participation in the class is by the written word, which takes longer than an in-person conversation. If you are not exactly a world-class typist, then it is going to take more time.

How quickly will my instructor respond to me?

My preferred method of communication is email and I will do my best to respond within 24 to 48 hours, with the exception of Saturdays and Sundays.

Grading

Over the course of this 16 week semester, you'll be assigned to read *Digital Marketing Essentials* and other articles and readings/videos that are relevant to the course material.

Not preparing for class will be obvious in discussions and interactions with your peers.

Your final grade will be determined based on your grasp of the material presented in this course, your participation in class within the interactive space, the content that you create for assignments, and creatively applying the concepts to real world scenarios via the final project and simulation.

Grades will be determined by the following breakdown:

- Assignments (390 points)
- Discussion Board Posts (20 points)
- Quizzes (210 points)
- Simternship Simulation Project (150 points)
- Final Exam (150 points)
- Final Project (300 points)

Total: 1,220 points

Grading Scale

A = 90 – 100

B = 80 – 89

C = 70 – 79

D = 60 - 69

F = 59 and Below

Class Schedule

Assignments are due at 11:59 p.m. on Mondays unless otherwise noted.

Week 1 - 8/24-8/31

Assignment Due 8/31 - Read *Digital Marketing Essentials* chapter 1 and review the lecture slides

Assignment Due 8/31 - Take Chapter 1 Quiz in *Digital Marketing Essentials*

Assignment Due 8/31 - Discussion Board Post

Assignment Due 8/31 - Complete Website Performance Evaluation

Week 2 - 8/31-9/7

Assignment Due 9/7 - Read *Digital Marketing Essentials* Chapter 2 - and review the lecture slides

Assignment Due 9/7 - Take *Digital Marketing Essentials* Chapter 2 quiz

Assignment Due 9/7 - Watch the video "It's not you. Bad doors are everywhere."

Assignment Due 9/7 - Website Design Audit

Week 3 - 9/7-9/14

Assignment Due 9/14 - Read *Digital Marketing Essentials* chapter 3 and review the lecture slides

Assignment Due 9/14 - Take *Digital Marketing Essentials* chapter 3 quiz

Assignment Due 9/14 - Discussion Board Post

Assignment Due 9/14 - Lead Generation Campaign

Week 4 - 9/14-9/21

Assignment Due 9/21 - Read *Digital Marketing Essentials* chapter 4 and review lecture slides

Assignment Due 9/21 - Take *Digital Marketing Essentials* chapter 4 quiz

Assignment Due - 9/21 - Keyword Selection and Mapping
Assignment Due 9/21 - Log into the Digital Marketing Simternship and watch the getting started video.

Week 5 - 9/21-9/28

Assignment Due 9/28 - Read *Digital Marketing Essentials* chapter 5 and review lecture slides

Assignment Due 9/28 - Take *Digital Marketing Essentials* chapter 5 quiz

Assignment Due 9/28 - Watch *Documentary: The Story of Content: The Rise of the New Marketing*

Assignment Due 9/28 - Linkable Content

Assignment Due 9/28 - Simternship Round 1

Week 6 - 9/28-10/5

Assignment Due 10/5 - Read *Digital Marketing Essentials* chapter 6 and review lecture slides

Assignment Due 10/5 - Take *Digital Marketing Essentials* chapter 6 quiz

Assignment Due 10/5 - Google Search Ads

Assignment Due 10/5 - Simternship Round 2

Week 7 - 10/5-10/12

Assignment Due 10/12 - Read *Digital Marketing Essentials* chapter 7 and review lecture slides

Assignment Due 10/12 - Take *Digital Marketing Essentials* Chapter 7 quiz

Assignment Due 10/12 - Complete Assignment - Google Display Ads

Assignment Due 10/12 - Simternship Round 3

Week 8 - 10/12-10/19

Assignment Due 10/19 - Read *Digital Marketing Essentials* chapter 8 and review lecture slides

Assignment Due 10/19 - Take Digital Marketing Essentials chapter 8 quiz

Assignment Due 10/19 - Onboarding Emails

Assignment Due 10/19 - Simternship Round 4

Week 9 - 10/19-10/26

Assignment Due 10/26 - Read *Digital Marketing Essentials* chapter 9 and review lecture slides

Assignment Due 10/26 - Take *Digital Marketing Essentials* chapter 9 quiz

Assignment Due 10/26 - Social Media Plan

Assignment Due 10/26 - Simternship Round 5

Week 10 - 10/26-11/2

Assignment Due 11/2 - Read *Digital Marketing Essentials* chapter 10 and review lecture slides

Assignment Due 11/2 - Take *Digital Marketing Essentials* chapter 10 quiz

Assignment Due 11/2 - Influencer Plan

Assignment Due 11/2 - Simternship Round 6

Week 11 - 11/2-11/9

Assignment Due 11/9 - Read *Digital Marketing Essentials* chapter 11 and review lecture slides

Assignment Due 11/9 - Take *Digital Marketing Essentials* chapter 11 quiz

Assignment Due 11/9 - Managing an Online Reputation

Assignment Due 11/9 - Simternship Round 7

Week 12 - 11/9-11/16

Assignment Due 11/16 - Read *Digital Marketing Essentials* chapter 12 and review lecture slides

Assignment Due 11/16 - Take *Digital Marketing Essentials* Chapter 12 quiz

Assignment Due 11/16 - App Install and Use Plan

Assignment Due 11/16 - Simternship Pro Round 8

Week 13 - 11/16-11/23

Assignment Due 11/23 - Read *Digital Marketing Essentials* chapter 13 and review lecture slides

Assignment Due 11/23 - Take *Digital Marketing Essentials* chapter 13 quiz

Assignment Due 11/23 - Watch TED Talk: How to Achieve Your Most-Ambitious Goals- <https://youtu.be/TQMbvJNRpLE?si=63j1-XGnSr-WLKmbz>

Assignment Due 11/23 - Discussion Board Post

Assignment Due 11/23 - Simternship Round 9

Week 14 - 11/23-11/30

Assignment Due 11/30 - Read *Digital Marketing Essentials* chapter 14 and review lecture slides

Assignment Due 11/30 - Take *Digital Marketing Essentials* chapter 14 Quiz

Assignment Due 11/30 - Incorporating AI into the Marketing Workflow

Assignment Due 11/30 - Simternship Round 10

Week 15 - 11/30-12/7

Assignment Due 12/7 - Final Exam

Week 16 - 12/7-12/12

Assignment Due Week of 12/7 - Final Project

Assignment Due Week of 12/7 - Final Project Presentation