

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
City University of New York
Department of Business Management

Title of Course: Digital Marketing & Analytics MAR 340	Class Hours: 2 Lab Hours: 2
Semester:	Instructor Information:
Credits: 3	

Course Description and Objectives:

The two major objectives of this course are to (i) introduce students to current marketing and advertising theory and practices on the Internet using a research based and framework-driven approach; and (ii) to provide students the opportunity to learn to use various digital methods that companies use for successful implementation of their digital marketing strategies.

Basic Skills: ENG 88, ESL 94, ACR 94, MAT 12/14/41/51

Pre Requisites: MAR 330

Student Learning Outcomes:

Upon completion of MAR 340, students will:		Measurements (means of assessment for student learning outcomes listed in first column)
SLO1	Have knowledge of and be able to define the fundamental terminology and concepts within the various fields of digital marketing	Group project, Assignments, Exams
SLO2	Have knowledge of and be able to describe the fundamental models and frameworks of digital marketing within different industries, and apply these to analyze various digital marketing opportunity/problems	Group project, Assignments, Exams
SLO3	Be able to identify the analytic methods companies use to enhance their digital marketing objectives.	Group project, Assignments, Exams
SLO4	Be able to apply these methods to analyze digital marketing opportunity/problems	Group project, Assignments, Exams
SLO5	Become exposed to insights and emerging practices in Big Data Analytics in the field of Internet marketing.	Group project, Assignments, Exams

Below are the college's general education goals that will be covered and assessed in this course:

General Education Goals		Measurements
✓	Communication Skills- Students will <u>write</u> , read, listen and speak critically and effectively.	Group project, Assignments, Exams
✓	Quantitative Reasoning- Students will review quantitative concepts applied in digital marketing	Group project, Assignments, Exams
✓	Information & Technology Literacy- Students will collect, evaluate and interpret information and effectively use information technologies.	Group project, Assignments, Exams

Required Textbook: Jeff Larson & Stuart Draper. *Internet Marketing Essentials*. Idaho Falls, ID: Stukent Publishing

Other Resources: Use of Computer Lab
Use of Technology: Data Analysis software (TBA/TBD)

Requirements and Expectations from Students/Grades:

The course assignments will consist of:

- 1) A group project and written report
- 2) A midterm exam
- 3) Case Analyses

Suggested Grading Guidelines:

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| 1) Group Project | 40% |
| 2) Midterm | 20% |
| 3) Case Analyses | 20% |
| 4) Homework | 10% |
| 5) Attendance & Participation | 10% |

Final grades will be determined as follows.

A: 93% and above	C : 73% – 76%
A- :90% – 92%	C- : 70% – 72%
B+:87% – 89%	D+: 67% - 69%
B : 83% – 86%	D : 63% – 66%
B- : 80% – 82%	D- : 60% – 61%
C+: 77% – 79%	F : Below 60%

BMCC Resources and Policies

BMCC is committed to the health and well-being of all students. It is common for everyone to seek assistance at some point in their life, and there are free and confidential services on campus that can help.

Single Stop www.bmcc.cuny.edu/singlestop, room S230, 212-220-8195. If you are having problems with food or housing insecurity, finances, health insurance or anything else that might get in the way of your studies at BMCC, come by the Single Stop Office for advice and assistance. Assistance is also available through the Office of Student Affairs, S350, 212-220- 8130.

Counseling Center (www.bmcc.cuny.edu/counseling, room S343, 212-220-8140.)

Counselors assist students in addressing psychological and adjustment issues (i.e., depression, anxiety, and relationships) and can help with stress, time management and more. Counselors are available for walk-in visits.

Office of Compliance and Diversity: www.bmcc.cuny.edu/aac, room S701, 212-220-1236. BMCC is committed to promoting a diverse and inclusive learning environment free of unlawful discrimination/harassment, including sexual harassment, where all students are treated fairly. For information about BMCC's policies and resources, or to request additional assistance in this area, please visit or call the office, or email olevy@bmcc.cuny.edu, or twade@bmcc.cuny.edu. If you need immediate assistance, please contact BMCC Public safety at 212-220-8080.

Office of Accessibility - www.bmcc.cuny.edu/accessibility, room N360 (accessible entrance: 77 Harrison Street), 212-220-8180. This office collaborates with students who have documented disabilities, to coordinate support services, reasonable accommodations, and programs that enable equal access to education and college life. To request an accommodation due to a documented disability, please visit or call the office.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's Web site, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).

Schedule of Topics

Week	Topics
Week 1	Introduction
Week 2	Internet Marketing Foundations
Week 3	How Search Engines Work & Search Engine Optimization
Week 4	Display Advertising
Week 5	Contextual & Audience Targeting
Week 6	Digital Advertising Measurement
Week 7	Cross-Platform Video Advertising
Week 8	Web Analytics Exercise/Global Attribution Case
Week 9	Email Marketing & CRM
Week 10	Social Media Analytics
Week 11	Advertising within Walled Gardens
Week 12	Privacy & Data Governance
Week 13	Mobile Marketing
Week 14	Final Presentations
Week 15	Final Exam

*Subject to change