

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2024

BA 2550 (A2/B2): Strategic Digital Marketing - 3(3-0-0) UT 45 HOURS FOR 15 WEEKS

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

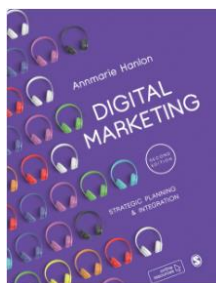
We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Mark Evans, MA **PHONE:** (780) 539-2896
OFFICE: C412 **E-MAIL:** MEvans@nwpolytech.ca
OFFICE HOURS: Tuesdays, Thursdays & Fridays: 10 am -11 am, or by appointment
Best way to contact me: Email – mevans@nwpolytech.ca

CALENDAR DESCRIPTION: This course is designed to cover today's core industry skills in the fields of business communications and digital marketing. Using a website design template, students will build a functional business website, to which they will apply social media and content marketing strategies, as well as search engine optimization, analytics and digital advertising.

PREREQUISITE(S): BA1090 & BA1150

REQUIRED TEXT/RESOURCE MATERIALS:



Hanlon, A. (2022). *Digital Marketing: Strategic Planning and Integration* (2nd Edition). Sage Publications Ltd.

DELIVERY MODE(S):

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

LEARNING OUTCOMES:

Upon successful completion of the course, students will be able to do the following:

- Critically analyze and explain, in both written and public speaking formats, how effectively a business or organization has used its website and related social media tools.
- Build an effective simple business or organizational website in a current website building platform that achieves defined business purposes. Then, effectively and strategically integrate social media tools into the website you've built that enhance the site's usefulness.
- Conduct an effective short presentation using technology and public speaking techniques.
- Demonstrate understanding of key basic web technology concepts and the use of social media tools through performance on written tests.
- Demonstrate understanding of digital advertising.

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.alberta.ca>.

** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. **Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

EVALUATIONS:

Note: In order to pass BA 2550:

1. All assignments and non-graded, assigned work must be completed.
2. You must achieve a minimum score of **50%** on the assignments to pass the course.
3. You must achieve a minimum score of **50%** on the course work to pass the course.

Evaluation	Weighting
In Class Case Studies /Activities / Discussions	10%
Term Tests <ul style="list-style-type: none">• Term Test 1 – Chapters 1-7 (15%)• Term Test 2 – Chapters 9-14 (15%)	30%
Peer Evaluations	5%
Assignment 1 - Marketing plan, persona and customer journey	5%
Assignment 2 - Website	10%
Assignment 3 - Social Media Content	5%
Assignment 4 - Digital Marketing Plan	10%
Assignment 5 - Final Project - Comprehensive Digital Marketing Plan	15%
Assignment 6 - Final Project - Class Presentation	10%
Total	100%

GRADING CRITERIA: (The following criteria may be changed to suit the particular course/instructor) Please note that most universities will not accept your course for transfer credit **IF** your grade is less than **C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100	C+	2.3	67-69
A	4.0	85-94	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

myClass Module	Dates	Topic	Required Reading	Activity / Deadlines
Week 1	Sept 3 -6	Introduction and Course Outline, major project overview. The Digital Marketing Environment	Course Outline Chapter 1	Purchase Textbook
Week 2	Sept 9-13	The Digital Consumer Email, Websites, SEO and Paid Search	Chapters 2 Chapters 3	
Week 3	Sept 16-20	Content Marketing	Chapter 4	Assignment 1 – due Monday, September 16.
Week 4	Sept 23-27	Social Media Marketing	Chapter 5	Assignment 2 – due Sunday, September 29
Week 5	Sept 30 – Oct 4	Online Communities	Chapter 6	Groups for Assignments 3, 4, 5 and 6 selected Group rules established.

Week 6	Oct 7 - 11	Mobile Marketing	Chapter 7	Assignment 3 – Due Friday, October 11
Week 7	Oct 14-18	Digital Marketing Audit	Chapter 9	Term Test 1 – Chapters 1-7 Peer Evaluation 1 Due
Week 8	Oct 21-25	Digital Marketing Strategy and Objectives	Chapter 10	
Week 9	Oct 28 – Nov 1	Building the Digital Marketing Plan	Chapter 11	
Week 10	Nov 4 – 8	Managing Resources and Reporting	Chapter 12	Assignment 4 – Due Friday, November 8
Week 11	Nov 11-15	Fall Break		No Classes
Week 12	Nov 18-22	Digital Marketing Metrics and Analytics Integrating and Transforming Digital Marketing	Chapter 13 Chapter 14	Peer Evaluation 2 Due
Week 13	Nov 25-29	Final project presentations		Term Test 2 – Chapters 9-14 Presentations Class 1
Week 14	Dec 2 -6	Final project presentations		Presentations – Class 2 and 3 Peer Evaluation 3 Due
Week 15	Dec 9-13	Last Day of Classes is Dec 10		No Classes
Final Exams	Dec 12-19			Assignment 5 – Final Project Due Date to be scheduled by Registrar’s Office.

Important Dates:

September 12 – Last Day to Withdraw with full refund.

November 27 – Last Day to Withdraw

December 10 – Last Day of Classes

December 12-19 – Final Exam Week

STUDENT RESPONSIBILITIES:**Attendance:**

Students are expected to attend all classes, arrive on time, and remain for the duration of class activities. There is a strong correlation between regular attendance and overall course performance. If you miss a class, it is your responsibility to learn the material on your own.

Professional Behavior:

Students are expected to conduct themselves in a professional manner. This includes, but not limited to, interacting with others appropriately and respectfully; refraining from texting or chatting during class; arriving to class prepared and on time, and remaining for the duration of the activities. Students may be asked to leave if any behavior becomes disruptive.

Time Management:

The expectation is that students read the material and attempt exercises prior to class. Adopting and adhering to effective learning habits in this course will likely take a great deal of time and students are encouraged to plan their schedule accordingly. Do not fall behind in the assigned readings and problems as it is difficult to catch up.

Course materials and announcements will be available on myClass and NWP Webmail. Students are responsible for checking all myClass and student e-mail regularly.

Cell Phones:

The use of cell phones during class time is unprofessional and distracting to the instructor as well as fellow students. Cell phones should be set to silent and placed out of sight during class time unless being used as part of a class activity.

Recording:

Recording lectures or taking screenshots in class is prohibited unless advanced permission is obtained from the instructor and any guest presenter(s). In the event such permission is granted, recordings may only be used for individual study and may not be reproduced, transferred, distributed, or displayed in any public manner.

Email:

Students may contact the instructor by email or phone. Emails will be answered within three business days, no emails will be answered before/after business hours. Email correspondence to your instructor must be sent from your NWP student email account.

Policies:

As a student at NWP, you have rights and responsibilities. It is your responsibility to be familiar with the information contained in this Course Outline and to clarify any areas of concern with the instructor. It is also your responsibility to be familiar with NWP Policies.

Please take the time to familiarize yourself with the policies that might impact you while you are here:

- NWP Policies: [Northwestern Polytechnic administrative/academic policies](#)
- [NWP Students Rights & Responsibilities Policy: Students Rights & Responsibilities Policy](#)

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

**Note: all Academic and Administrative policies are available on the same page.

Additional Information:**Assignments**

- The assignments are cumulative, each assignment builds onto the next. Assignments must be submitted as Microsoft Word documents in myClass. For assignments with links or other special access requirements, the student must provide any required usernames and passwords to the instructor for the instructor to grade. All assignments are subject to Turnitin originality assessment.
- Late assignments are accepted only by instructor approval. Late assignments are assessed a 5% per day grade reduction. Assignments past five days are assessed a grade of zero.
- There is no Final Exam in this course. The Final Project class presentation and submission is the final exam in this course. The final submission is due on the final exam date set by the registrar during final exams.

Term Tests

- Term Tests are held in-class during scheduled class time, please be sure to be present for this. If you miss an exam, you will have a grade of 0 for that test, unless you had prior permission with a very valid reason. There are no extensions or rewrites on Term Tests.

Other Exam & Classroom Policies

- Any test, quiz, or assignment grade a student may wish to contest must be done within 5 business days of the test /quiz/assignment grade being released to the student.
- Students are expected to demonstrate professional conduct for the duration of the course.

Technology Requirements:

- Computer and Internet Requirements:
<https://www.nwpolytech.ca/students/techsupport/index.html>
- Microsoft 365 (free for NWP students)
- Smartphone is recommended.