

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2023

BA 2550 (A2/B2): Strategic Digital Marketing (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: Mondays & Wednesdays: 1:00pm -2:30pm, or by appointment
Best way to contact me: Email

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.

Technology Requirements:

Computer and Internet Requirements: <https://www.nwpolytech.ca/doc.php?d=TECHREQ>

Office 365 (free for NWP students)

Smart Phone is recommended.

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 Wordpress 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 Final Project in order to pass the course.
3. You must achieve a minimum score of **50%** for your course work in order to pass the course.

Evaluation	Weighting
Assignment 1 – Marketing plan with customer journey	10%
Assignment 2 – Website	10%
Quizzes	10%
Assignment 3 – Social media content	15%
Assignment 4 - Digital Marketing plan	20%
Assignment 5 - Final Project - Comprehensive Digital Marketing Plan and Class presentation	35%
Total	100%

GRADING CRITERIA: (The following criteria may be changed to suite 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:

Week	Chapter	Topic	To Do
September 4 – Labour Day – no classes			
Week 1 - September 5	Chapter 1	Introduction and Course Outline, major project overview. Digital Marketing Environment	
Week 2 – September 11	Chapter 2, Chapter 3 – Section 3.3 – 3.54	Digital Consumer – audiences, personas Websites	Assignment 1 – due Friday, September 15.
Week 3 – September 18	Chapter 4	Content Marketing	
Week 4 – September 25	Chapter 5	Social Media Marketing Strategic Marketing Framework	Assignment 2 – due Friday, September 29 Groups for Assignment 3, 4, 5 selected
Week 5 – October 2	Chapter 6	Online Communities Creating and Managing Online Communities	

October 9 – Thanksgiving – no Classes			
Week 6 - October 9	Chapter 7	Mobile Marketing App Development	Assignment 3 – Due Friday, October 13
Week 7 – October 16	Chapter 9	Brand Audit	
Week 8 – October 23	Chapter 10	Digital Marketing Strategy and Objectives	
Week 9 – October 30	Chapter 11	Building a Marketing Plan	
Week 10 – November 6	Chapter 12	Managing Resources and Reporting	Assignment 4 – Due Friday, November 10
Week 11 – November 13 – Fall Break – No Classes			
Week 12 – November 20	Chapter 13	Digital Marketing Metrics and Analytics	
Week 13 – November 27	Chapter 14	Integrating and Transforming Digital Marketing	
Week 14 – December 4			Presentations
Week 15 – December 11			Presentations
Exams – December 14-21			Assignment 5 – Final Project Due Date to be scheduled by Registrar’s Office.

Important Dates:

Sept 14 – Last Day to Withdraw with full refund.

Nov 28 – Last Day to Withdraw

Dec 14 – 21 – Exam Week

STUDENT RESPONSIBILITIES:

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](#)

Recording:

Recording lectures or taking screen shots 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.

NWP Calendar Academic Regulations

Debarred from Exams

- “You may be **refused permission to write a final paper** in a course on the advice of the instructor concerned. This usually happens when absences are excessive (**more than 5**) or if significant parts of required assignments or lab work are not completed.”

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:

Please see the myClass page for expectations and guidelines.

Assignment, Quizzes and Exam Policies:

Assignments

- The assignments are cumulative, each assignment builds onto the next. Assignments must be MS Word doc. to D2L course assignment with links, username, and password for instructor 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 10% per day grade reduction. Assignments past five days are assessed a grade of zero.
- Discussion are to be completed before the due date and time. Students must demonstrate business professionalism.

Quizzes

- The quizzes are based on textbook and in-class learning, consisting of multiple choice and true or false questions, as well as short and long answer questions.
- The quizzes will be marked and corrections for the attempted quiz will be made available to the student **after the due date.** There are no extensions.
- Once the quiz has been started, you must complete the entire quiz within the allotted time.
- Logging off or losing the internet connection during quizzes and exam will result in a grade based only on the proportion of the exam that has been completed. It is imperative that the student has a reliable internet connection.

Other Exam & Classroom Policies

- Any exam, quiz, or assignment grade that that a student may wish to contest must be done so within 5 business days after the exam/quiz/assignment has been marked.
- To get the most out of class regular attendance and active participation is encouraged. Repeated lateness and/or not remaining for the duration of classroom activities will be recorded as an absence in class. Disruptive behavior will also be viewed as “not professional”, and the student will be asked to leave the classroom.
- Students are expected to demonstrate professional conduct for the duration of the course.