Instructor:
Perry D. Drake
Mobile: 914-299-4879 (call or text)
Twitter: @pddrake
Email address: drakep@umsl.edu
Campus Office: 427 Office Suite SSB

Virtual Office Hours:
Office hours on request. Just tweet me, text me, call me, email me...and I am there.

In-Person Office Hours:
By appointment

Welcome
Welcome to Digital Media Marketing Strategies. I am so excited to be offering you this very unique course through the University of Missouri – St. Louis. Very few universities offer the selection of digital and social medial marketing courses that we do. I am thrilled you are taking advantage of the great opportunity that is certain to give you that competitive advantage in the job market. Whether your major is in marketing, education, finance, Accounting, or communications it does not matter. We are all impacted by the disruption being caused by these emerging media and technologies. Be prepared. It is going to be a fast paced and awesome journey into the world of digital media marketing.

Play my YouTube Video for a welcome announcement.

https://www.youtube.com/watch?v=Vttv6dv_w90
Biography
I am currently the Assistant Teaching Professor of Digital and Social Media Marketing in the College of Business Administration at the University Of Missouri – St. Louis. I have also been appointed the Academic Director of Programs in Business within the School of Professional and Continuing Studies.

My current responsibilities are for the creation and instruction of the digital and social media marketing courses, programs, certificates and workshops at the undergraduate and graduate levels in addition to noncredit curriculums and certifications. Since arriving at the University in January of 2013 I have created and am now offering over 10 different types of digital and social media courses to the St Louis area including a new Certificate in Digital and Social Media Marketing for MBA students.

I am also a published author of Optimal Database Marketing by Sage Publications, a regular speaker at industry functions and event, have appeared in many journals and have appeared on TV several times. For a full list of my publications and public speaking events visit my UMSL bio page at:

http://www.umsl.edu/divisions/business/About%20the%20College/Faculty/Marketing/drake.html

Prior to joining UMSL in January of 2013, I was with NYU as an Assistant Professor for 14 years teaching and building out similar new and cutting edge marketing and data visualization classes and programs and had the privilege of receiving two outstanding teaching awards during that time.

I am a native of St. Louis and an alumni of UMSL. Most every morning you will find me running in Forest Park, rain or snow. I am a long distance competitive runner who has run the New York City Marathon many times. In 2015 I took up triathlons and typically place for my age group.

Teaching Philosophy
My teaching philosophy is all about engaging you with me and each other through readings and discussions about the latest news, uses, and tools in the world of social and digital media marketing. 25% of your grade in this course will be how I access your sharing of your ideas and thoughts about the various topics and examples we will be talking about throughout the semester. We will rely heavily on the use of the blackboard discussion threads, the Bonfyre app, video sharing and voice threads and other techniques to accomplish this. I want to hear from each of you and for you to share your ideas with your classmates and additionally tell your classmates what you think of their ideas. This is how you will learn.

Regarding my tests, I am not about memorization. That is a waste of time in a world where we can Google most any fact. Rather I will be interested in your showing me you understand the applications of our learnings. Tests are mostly essay. We will hold three face to face classes during the semester. The rest will be online and asynchronous.

Required text
For this course there is no required text. I will be utilizing various powerpoints, youtube videos and industry articles and cases.
Time Requirements
If this course was offered on campus, you’d be in class 2.5 hours/week, along with the travel time involved. The online version is no different in terms of expectations for your involvement. This is an active online course that requires 3 hours of your time each week IN ADDITION TO the time it takes you to read the required materials and watch the videos, as well as the additional work required to complete the assigned papers. That means that you need to plan to spend a **minimum of 6 hours every week**. But when it fits into your schedule. If you do not have that amount of time to devote to this course, you should perhaps reconsider taking this course at this time.

Technology Requirements
As a student in an online course, you are expected to have access to the internet almost every day. If you have computing problems, it is your responsibility to address these, or come to campus to use the student computing labs. Problems with your computer or other technology issues is not an excuse for any delays in meeting expectations and deadlines for the course. So, if you have a problem, get help in solving it immediately.

Course Description
Most every business today needs a digital marketing strategy to engage with current customers and attract new. Consumers are changing the way they communicate with and research brands. Brands are changing the way they promote and engage with consumers. We are embracing digital technologies to communicate in ways that were inconceivable just a few short years ago. We have shifted our attention from traditional media marketing to internet, wireless devices, and other digital platforms. In this course you will assess the various marketing channels; the importance of establishing a social media strategy; understand the digital trends that are shaping the future; experiment with today’s cutting edge digital marketing tools (licensed and free) including Adobe SiteCatalyst, Radian6, Lithium, Alexa, and Hootsuite to name a few; learn how to develop a digital marketing plan; how we define key performance indicators (KPI’s); techniques used to measure the ROI of your digital campaigns; marketing mix and campaign attribution.

Goals / Learning Objectives
Upon the completion of this course students will:
- Have an understanding of the new 4 C’s of marketing
- Understand the new conversion funnel
- Learn how to build a site with good user experience
- Become proficient with basic HTML coding and Java
- Learn how to combat shopping cart abandonment issues
- Master various search engine optimization skills
- Learn how to implement a Google Paid Search campaign and be a part of the Google Challenge involving a real client.
- Master Google Analytics, implementation and coding
- Understand how to implement a mobile marketing strategy and build an app using DIY tools

Instructional Strategies
This course will be taught mostly online using YouTube, mini-lectures, supporting PowerPoint decks, case readings, mini quizzes, discussion forums, homework assignments, peer reviews, and face-to-face sessions.
Instructional Technology
For this course the instructor will utilize Blackboard, Bonfyre, Powerpoint, Voice Threads, Youtube videos, Discussion Threads, Voice Threads, Twitter, Facebook, Vine, Instagram, Linkedin, Hootsuite, wordpress, Delicious, and other various social media platforms and software.

Prior the start of class each student is to have an account for the following social media properties

- Twitter
- Facebook
- Vine
- Instagram
- Foursquare
- Linkedin

If you have concerns with this aspect of the class you are advised to contact the instructor immediately for discussion. Craft your profiles carefully for each and be keyword rich when setting up these profiles. Do not forget to us appropriate photos for you head shots.

On blackboard my teaching assistant has created a google doc spreadsheet where you will share your social handles with me. Please add those to that document. Thank you.

Additionally you will need to join the Bonfyre for this class. Download the Bonfyre app on your tablet or smartphone and click on this link to join:  http://bonfyre.me/1/lt9cDBpN0xz84b9uh2iGV3u

You are not required to friend me on Facebook but I would love to be your friend. You initiate. If you prefer not to, that is perfectly fine. Your call. My handles are:

- Twitter: www.twitter.com/pddrake
- Facebook: www.facebook.com/perry.drake
- Foursquare Handle: www.foursquare.com/pddrake
- Linkedin Profile: http://www.linkedin.com/pub/perry-drake/40/47/936
- Vine Handle: pddrake
- Instagram Handle: www.instagram.com/pddrake

In addition, you will need to create a Delicious account. This is a social bookmarking site and will come in handy to remember various articles that we find and like throughout the semester. My Delicious handle is pddrake. Go take a look at all of my articles I tagged for use in teaching over the years. I have a lot.

My YouTube channel is www.youtube.com/user/profpddrake

Grade Composition:
- Discussion Thread Participation (10%) – each thread is worth a total of 3 points
- Homework Assignments (15%) – late assignments are not accepted and each assignment is worth a total of 5 points
- Quizzes (20%) – each are worth 10 points
- Midterm (20%)
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- Attendance (15%)
- Final Exam (20%)

At the conclusion of each Module, the instructor will assess how the class did as a whole and create a review video to share with the group. This will be delivered via an announcement message on blackboard. Homework answers will also be posted within one week of a module closing. Quiz answers will be released within one week of a module closing.

Grading Scale: The grade value for each letter grade is as follows:

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<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Grade Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>92.00 or above</td>
<td>A</td>
<td>90.00 to 91.99</td>
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<tr>
<td>88.00 to 89.99</td>
<td>B+</td>
<td>82.00 to 87.99</td>
</tr>
<tr>
<td>80.00 to 81.99</td>
<td>B-</td>
<td>78.00 to 79.99</td>
</tr>
<tr>
<td>72.00 to 77.99</td>
<td>C</td>
<td>70.00 to 71.99</td>
</tr>
<tr>
<td>68.00 to 69.99</td>
<td>D+</td>
<td>62.00 to 67.99</td>
</tr>
<tr>
<td>60.00 to 61.99</td>
<td>D-</td>
<td>Below 60.00</td>
</tr>
</tbody>
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Extra Credit
Extra credit is not an option for this class under any circumstances. I have never allowed extra credit in my 16 years of teaching. Please do not ask. However, I do give opportunities for bonus points on your midterms and final exams from time to time. Stay tuned!

Course Schedule

Module 1 & 2: Weeks of 8/29 & 9/5 | Introduction to the Disruption

Everything is changing quickly in the world of marketing as we know it. It is the rise of the prosumer. Consumers have taken control. Brands are having to rethink their marketing strategies or risk losing business.

Module 3: Weeks of 9/12 & 9/19 | Web Design

Usability and the utility, not the visual design, determine the success or failure of a web-site. Since the visitor of the page is the only person who clicks the mouse and therefore decides everything, user-centric design has become a standard approach for successful and profit-oriented web design. After all, if users can’t use a feature, it might as well not exist. Learn all about web design and user experience.

Module 4: Weeks of 9/26 & 10/3 & 10/10 | Search Engine Optimization
An important aspect of Search Engine Optimization is making your website easy for both users and search engine robots to understand. Although search engines have become increasingly sophisticated, in many ways they still can't see and understand a web page the same way a human does. SEO helps the engines figure out what each page is about, and how it may be useful for users. In addition, content is becoming a more important element for SEO.

Module 5: Weeks of 10/17 & 10/24 | Paid Search

With so many consumers using the Internet to find information, read reviews and to ultimately buy something, it is more important than ever that your business is easy to find online. Poor exposure can make your business become obsolete very quickly. You could have the most amazing product or service available, but if people can't find you easily online, then you can be sure that you will not be in business too long.

Fortunately, there are many ways to assure that your business is getting the exposure it needs to be successful in today’s competitive marketplace. One of the most effective and essential online marketing strategies that every business should take advantage of is Paid Search.

**MIDTERM on 10/26 (Wednesday).**

Module 6: Week of 10/31 | Online Audience Measurement

Online audience measurement is fundamental to managing and growing a Web business. Knowing your audience will improve your revenue and readership. Anyone who has worked in Web site publishing struggles with accurately measuring an audience. It is more difficult than counting newspaper subscribers, TV viewers and other consumers of media. A newspaper has the address of a subscriber and knows how many single copies are sold at a newsstand. That is not the case with online.

Module 7: Week of 11/7 & 11/14 | Google Analytics

Just about every online business or business with a website uses analytics tools to track traffic such as google analytics or adobe sitecatalyst. However, more often than not, business owners and managers do not take full advantage of the information contained in analytics reports - or they don't know how to. So how should businesses interpret Web analytics data -- and leverage that information to decrease bounce and exit rates and increase sales on their website?

**Week of 11/21 is Thanksgiving Break.**

Module 8: Week of 11/28 | Display Advertising

Online display advertising continues to grow at a rapid pace. By 2017, Forrester Research anticipates that the online advertising market will reach $28 billion. Online display advertising is growing because it works. It offers a combination of reach and targeting. Online display has extensive reach, because it enables marketers to
serve ads to a select audience no matter where that audience travels on the Web and it offers precise targeting because of the availability of data on Internet users.

Module 9: Week of 12/5 | Email Marketing

There are rumors all around us in the marketing world that email marketing is dead. Those rumors could not be further from the truth. Not only is email marketing alive and well, it is actually one of the most important and effective avenues of communication. It’s ROI is among the highest of all sources.

**FINAL EXAM DURING EXAM WEEK... WEEK OF 12/12 (details to come).**
Course Policies

1. Participation (expectations)
   o It is vitally important that our classroom environment promote the respectful exchange of ideas. This entails being sensitive to the views and beliefs expressed during discussions whether in class or online. Please speak with me before recording any class activity. It is a violation of University of Missouri policy to distribute such recordings without my authorization and the permission of others who are recorded.
   o I will not respond to each post but will be monitoring each discussion and grade your involvement in the discussion per the point value outlined in that forum. If I happen to notice a particularly insightful post I may highlight in a communication to the class as a whole.
   o Your success in this course will heavily depend on your ability to communicate, engage and participate in all course activities. Successful completion of this course requires that a student keep up with all assignments, coursework and discussions. Timely participation in online discussions is a very important part of this course and participation in these discussions, and other activities as assigned, is not optional. You are expected to prepare and post to discussions in a timely manner consistent with the requirements contained within the course syllabus and discussion rubric*.
   o Missing a discussion forum will count as zero points.

2. Online Discussion Protocol
   o Participation in the course should maintain a positive work and learning environment, as outlined in the UMSL Student Planner:  
     http://www.umsl.edu/~studentplanner/Policies%20and%20Procedures/positive.html
   o Postings should be evenly distributed during the discussion week.
   o Postings should be a minimum of three sentences, or one short paragraph, and a maximum of two paragraphs.
   o Responses should be well written with proper punctuation, spelling and grammar.
   o Avoid short one-word postings, for instance, “I agree,” unless accompanied by supporting statements from the readings or prior knowledge (work and life experience).
   o Stay focused on the topic.
   o Ask questions; challenge other postings that lack supporting evidence or present incorrect information.
   o Encourage further discussion by building on current threads.
   o Check your postings for responses from others and respond in kind.
   o Use proper “netiquette” **
   o When responding to others posts, do so in a constructive and polite manner.
3. Attendance Policies

- “Present” in class for online courses is determined by participation in an “academically related activity,” i.e. submission of an assignment, assessment or discussion forum posting. The last day of attendance is the last day a student is academically participating in the online course.
- Documentation that a student has logged into an online class is not sufficient by itself to demonstrate academic attendance.

4. Academic Integrity/Plagiarism

- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the University’s Student Conduct Code.
- Academic dishonesty is a serious offense that may lead to probation, suspension, or dismissal from the University. One form of academic dishonesty is plagiarism – the use of an author’s ideas, statements, or approaches without crediting the source. Academic dishonesty also includes such acts as cheating by copying information from another student. Plagiarism and cheating will not be tolerated.
- Academic dishonesty must be reported to the Office of Academic Affairs for possible action. The instructor shall make an academic judgment about the student’s grade on that work and in that course. The campus process regarding academic dishonesty is described in the “Policies” section of the Academic Affairs website: http://www.umsl.edu/services/academic/policy/academic-dishonesty.html

5. Access, Disability and Communication

- Students who have a health condition or disability, which may require accommodations in order to participate effectively in this course, should contact the Disability Access Services Office. Information about your disability is confidential.
  - 144 Millennium Student Center
  - Phone: (314) 516-6554
  - Website: http://www.umsl.edu/services/disabled/

- If you have difficulty communicating in English with the instructor of this course, contact the Office of International Students and Scholar Services:
  - Phone: (314) 516-5229
  - Email: iss@umsl.edu
  - Website: http://www.umsl.edu/~intelstu/contact.html
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Student Support and Services

• Technical Support
  o My Gateway (Blackboard): If you have problems logging into your online course, or an issue within the course site, please contact the Technology Support Center:
    ▪ Phone: (314) 516-6034
    ▪ Email: helpdesk@umsl.edu
    ▪ Website: http://www.umsl.edu/technology/tsc/
  o Blackboard Collaborate: If you have any questions regarding Collaborate, contact the Faculty Resource Center:
    ▪ Phone: (314) 516-6704
    ▪ Email: frc@umsl.edu
    ▪ Website: http://www.umsl.edu/technology/frc/
  o Outside normal office hours, you may also contact Collaborate for 24/7 assistance:
    ▪ Phone: (877) 382-2293
    ▪ Chat: http://support.blackboardcollaborate.com

• Academic Support
  o The Online Writing Lab: At our My Gateway site, students can send their papers to our tutors, who will read them and send them back with suggestions. Students can also access Turnitin, which identifies quoted material in their essays.
    ▪ Visit the online Writing Lab page on MyGateway to submit drafts online.
    ▪ We try to respond within 48 hours, but it may take longer, so allow ample time.
  o NetTutor: Online tutoring in many subjects is now available through NetTutor. In your courses on MyGateway, click on Tools and select NetTutor® to log in.

• Student Services:
  o The Student Retention Services offers assistance tailored to specific student needs.
    ▪ 225 Millennium Student Center
    ▪ Phone: (314) 516-5300
**Online Discussion Rubric**

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<tr>
<th>Criteria</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
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<tbody>
<tr>
<td>Postings</td>
<td>3 Points</td>
<td>2 Points</td>
<td>1 Points</td>
<td>0 points</td>
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<tr>
<td><strong>Use of Analysis, Synthesis and Evaluation:</strong></td>
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<td>Critical and/or creative contribution</td>
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<td>Very clear that readings were understood and incorporated well into responses.</td>
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<td>Responded to at least one others posts with insight.</td>
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<td>Contributes new information and identifies the source.</td>
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<td><strong>Use of Comprehension and Application:</strong></td>
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<td>Readings were understood and incorporated into responses.</td>
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<td>Exhibits good insights and understanding of discussion questions.</td>
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<td>Relates the issue to prior material covered in the course.</td>
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<td>No additional information shared or no insights posted on another fellow student’s post.</td>
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<td><strong>Use of Knowledge:</strong></td>
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<tr>
<td>Postings are not really on tract with readings.</td>
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<tr>
<td>Repeat basic correct information related to discussion.</td>
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<tr>
<td>No real insight.</td>
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**Online Class Netiquette/behavior**
Be self-reflective before you post an emotional response and reread what you have written to be sure it is positive. Think of your comments as printed in the newspaper. Your online comments will be seen, heard and remembered by others in the class.

Use effective communication.

- Avoid the use of all caps or multiple punctuation elements (!!!, ??? etc).
- Be polite, understate rather than overstate your point, and use positive language.
- If you are using acronyms, jargon or uncommon terms, be sure to explain them so everyone can understand and participate in the discussion.

Ask for clarification to a point if you feel emotional from a classmate’s post. It is likely that you misunderstood his/her point. This strategy will also help you step away from the intensity of the moment to allow for more reflection.

Sign your name. It is easier to build a classroom community when you know to whom you are responding.

Foster community. Share your great ideas and contribute to ongoing discussions. Consider each comment you make as one that is adding to, or detracting from, a positive learning environment for you and your classmates.

Be constructive. You can challenge ideas and the course content, but avoid becoming negative online. When you disagree politely you stimulate and encourage great discussion. You also maintain positive relationships with others with whom you may disagree on a certain point.

Keep the conversation on topic by responding to questions, adding thoughtful comments about the topics at hand. Online dialogue is like conversation. If there is a particular dialogue going on, please add to it, but if you have something new to say, please post it in another thread.

Define your terms. When using acronyms or terms that are particular to your field (or new to our course), please define them for others.