

Instructor:

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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

Class Meeting Times:

Every Tuesday from 9:30 until 10:45 and some Thursdays per the schedule

This is a hybrid class. And we will not meet every Thursday, but some. See Key Deliverable document included in the welcome module for deliverable dates and class meeting dates.

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 media 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.

Biography

I am currently the Co-Chair of the Marketing Department and 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 Executive Director of the Marketing and Sales Leadership Institute.

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 alumnus 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. A good portion 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. Social networks are becoming an integral part of the marketing mix. 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.

Goals / Learning Objectives:

Upon the completion of this course students will:

- Develop an understanding and appreciation for Incorporating Social Media into the digital strategy
- Have an understanding of the new 4 P's of marketing
- Understand the new conversion funnel
- Learn how to build a site with good user experience
- Master various search engine optimization skills
- Learn how to implement a Google Paid Search campaign
- Learn Google Analytics and how to pull reports
- Develop a strong LinkedIn profile

In addition, the students will work in teams on a major Search Engine Optimization project.

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, Instagram, LinkedIn, 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
- Instagram
- 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 then click on this link to join the Bonfyre for this class <https://bonfyre.me/1/rjQIDHgrGHkObcHILGjGEed>.

We will use Bonfyre to all stay updated and share information. If you are confused on a homework assignment you will post a question to the rest of the class in the Bonfyre for help.

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
- LinkedIn Profile: <http://www.linkedin.com/pub/perry-drake/40/47/936>
- Instagram Handle: www.instagram.com/pddrake
- YouTube channel: www.youtube.com/user/profpddrake

Grade Composition:

- Discussion threads, 6 at 5 points each = 30 points
- Homework assignments, 5 at 10 points each = 50 points
- Quizzes, 5 at 10 points each = 50 points (Prof Drake will replace your lowest score with a perfect score end of semester – you are welcome! 😊)
- Redbull assignment = 15 points
- SEO team project = 40 points (30 points presentation, 10 points peer review average)
- Midterm = 100 points (70 points exam, 30 points LinkedIn profile)
- Final Exam = 100 points
- Attendance, 20 meetings (not counting final exam) at 3 points each = 60 points.

TOTAL POINTS POSSIBLE = 445

Extra points will be available through the semester by responding to tweets, attending marketing club functions etc. Approximately 15 points will be made available to you.

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

92.00% of eligible points or above	A	90.00 to 91.99	A-
88.00 to 89.99	B+	82.00 to 87.99	B
80.00 to 81.99	B-	78.00 to 79.99	C+
72.00 to 77.99	C	70.00 to 71.99	C-
68.00 to 69.99	D+	62.00 to 67.99	D
60.00 to 61.99	D-	Below 60.00	F

To get an A in this class you will need $.92 \times 445 = 414$ points or above.

Extra Credit

Extra credit is not an option for this class under any circumstances. I have never allowed extra credit in my 19 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

Modules, Midterms & Special Assignments	Date(s)	Details	Discssuion #1 Due Date	Discussion #2 Due Date	Homework Due Date	Quiz Due Date	Syllabus Quiz, Social Media Handles, Tell Me About Yourself, Join Bonfyre
Welcome Module	Week of 1/21	Inroductory Module & Disruption					1/28
Module 1 & 2	Weeks of 1/28	Web 2.0 + LinkedIn Discussion	2/4	2/4	2/4	2/4	
Module 3	Week of 2/4	Web Design	2/11		2/11	2/11	
RedBull vs Gatorade	Due 2/11	Within Mod 1&2					
Module 4	Weeks of 2/11, 18 & 25	Organic Search Engine Optimization	2/25		3/4	3/4	
Module 5	Weeks of 3/4, 11 & 18	Paid Search	3/18	3/25	3/25	3/25	
Kick off SEO Team Project	Week of 3/18	SEO Team Kickoff					
Midterm Exam	Thursday 3/21	Covering Modules 1-4					
LinkedIn Profile Due	Due 3/21	This is 30% of your midterm					
SPRING BREAK	Week of 3/25	No classes					
SEO Team Presentations	4/9 & 4/22	Teams not told their date in advance					
Module 7	Weeks of 4/1, 8 & 22	Google Analytics			4/29	4/29	
Misc. Topics	Week of 4/29	Misc Topics and Catch Up.					
Class Schedule	Tuesday	Thursday					
Week 1	1/22	1/24					
Week 2	1/29	No Class					
Week 3	2/5	No Class					
Week 4	2/12	No Class					
Week 5	2/19	No Class					
Week 6	2/26	No Class					
Week 7	3/5	3/7 - BES Students meet with Perry					
Week 8	3/12	3/14 - Special LinkedIn Class					
Week 9	3/19 (SEO Team Kickoff)	3/21 - MIDTERM EXAMINATION					
Week 10	SPRING BREAK - no classes						
Week 11	4/2	No Class					
Week 12	4/9 (SEO Presentations)	4/11 (SEO Presentations)					
Week 13	4/16 - NO CLASS, MDMC Conf.	No Class, MDMC Conference.					
Week 14	4/23	No Class					
Week 15	4/30	No Class					
Week 16	4/7 - Review Class	4/9 - Final Exam 1.25 hours					