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**Course Outline**

**John Molson School of Business**

**Winter 2020**

**MARK 452**

**E-Marketing**

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| **General Information** |

Instructor: Pierre-Yann Dolbec

Class Day(s), Time Slot and Location:

Th 11:45AM to 230PM

Th 5:45 PM to 8:15PM

Email: [***thisistheemailformark452@gmail.com***](mailto:thisistheemailformark452@gmail.com)

Office Hours and Location: By appointment only.

I will do the best I can to reply to emails within three business days. In order to get a reply within this timeframe, please send any email at: [thisistheemailformark452@gmail.com](mailto:thisistheemailformark452@gmail.com). Emails sent to any other email address will be ignored.

All assignments must be submitted via Moodle.

Make sure to carefully read this syllabus. If you have any questions about this course, please check first whether you can find the answer here.

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| **Course Description** |

This course offers an introduction to digital marketing *strategy*. In particular, it focuses on a conversion-based strategic framework to govern digital campaigns, from ad and content creation to search advertising. This course contributes to students’ ability to analyze new marketing opportunities arising from new electronic media and to develop an appropriate course of action to leverage their strengths. Topics include conversion-based strategy, online advertising, search engine optimization, web analytics, and content marketing.

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| **Learning Outcomes** |

Upon completion of this course, the student will:

1. Distinguish between traditional marketing and digital marketing
2. Understand and apply the theoretical and strategic underpinnings for online marketing strategy
3. Implement an online marketing strategy
4. Develop your capacity to work individually and as part of a team

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| **Teaching Method** |

This course will use a combination of pedagogical approaches, including lectures, discussions, in-class exercises and a term project. The objective of the lectures and discussions will be to enhance the comprehension of the material.

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| **Course Materials** |

*NO TEXTBOOK IS REQUIRED FOR THIS COURSE. PLEASE SEE MOODLE FOR WEEKLY READINGS.*

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| **Week** | **1** |
| *Theme* | Digital marketing: an introduction |
| *Description* | Course plan and introduction to the digital marketing ecosystem |

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| **Week** | **2** |
| *Theme* | Understanding the digital consumer |
| *Description* | Persona, customer lifetime value, and customer journey |

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| **Week** | **4** |
| *Theme* | RACE, influencers, and viral marketing |
| *Description* | RACE, influencers and viral marketing, landing pages |

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| **Week** | **3** |
| *Theme* | Planning a digital marketing campaign |
| *Description* | Understanding a website, SEO & competitive analysis |

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| **Week** | **5** |
| *Theme* | Reach: Building awareness and attracting visitors |
| *Description* | Social media and digital advertising |

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| **Week** | **6** |
| *Theme* | Act A: Lead generation |
| *Description* | Lead generation, email marketing |

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| **Week** | **7** |
| *Theme* | Exam A (covers week 1 to 5) |
| *Description* | Everybody’s favorite thing |

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| **Week** | **8** |
| *Theme* | Act B: Building content for the online world |
| *Description* | Digital copy, strategizing for content creation |

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| **Week** | **9** |
| *Theme* | Convert |
| *Description* | Conversion optimization, A/B testing |

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| **Week** | **10** |
| *Theme* | Engage |
| *Description* | Consumer loyalty, co-creation, consumption communities |

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| **Week** | **11** |
| *Theme* | Exam B (covers week 6 and 8 to 10) |
| *Description* | Everybody’s favorite thing, again. |

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| **Week** | **12** |
| *Theme* | Project presentations |

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| **Week** | **13** |
| *Theme* | Project presentations |

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| **Course Evaluation** |

The final grade for the course will be based on the following components:

**Evaluation Element Value**

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| *Team evaluation* | |  |
| Project | | 35% DUE THE FIRST WEDNESDAY AFTER CLASS ENDED |
| Project pitch | | 15% DUE LAST WEEK OF CLASS |
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| Individual evaluation | |  |
| Exam A | 20% | |
| Exam B | 20% | |
| Participation | 10% | |

Exam A covers weeks 1 to 4. Exam B covers weeks 5 to 10.

*Note: In keeping with the University’s initiatives on sustainability, all assignments are to be submitted only in electronic format.*

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| **Additional Regulations** |

1. Students shall note that the purchase and/or use of a reproduced/photocopied copy of an original text is illegal in Canada.
2. Students are expected to participate in class discussions on the lecture material as this is an important element in the development of their managerial skills.
3. Assignments must be submitted at the beginning of class on the assigned date. Late assignments are not accepted.
4. A grade of less than 40% on the final examination constitutes automatic failure of the course.
5. Students are required to be familiar with Concordia’s Code of Conduct – Academic. Please see the 2014-2015 Concordia Undergraduate Calendar. The Offences (articles 14~16) and the Sanctions (article 50 through 55) in the Academic Integrity and the Academic Code of Conduct section are particularly noteworthy.

In any work submitted, students must identify all information sources used in the corresponding portion of the paper as well as at the end of the work. Any violation of this prescription constitutes plagiarism under the Code of Conduct.

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| **Details of Assignments** |

1. Team project (35%)

Working in teams of 5 to 7, you will research a market, devise a product for this market (you are to sell *one* product), market your product, and evaluate your results. You can only *sell one product,* i.e. the goal of your website is to sell a product. This project aims at addressing both the theoretical and practical aspects of this course. You will launch your product/website on week 10. Your website will stay “live” for four weeks, during which you will market it as you would market a real product/website. The final report is due on week 14.

IMPORTANT: Your campaign will be a pre-launch/ coming soon campaign.

IMPORTANT: Your strategy needs to include a landing page where potential consumers will register to be informed of your product launch.

IMPORTANT: Pick a *PRODUCT* (Not a service, not a subscription-based business, etc.; pick a product)

Pick *ONE* product (*ONE PRODUCT).*

IMPORTANT: Market to ONE segment/persona.

Websites will be built on whichever platform you like. I usually recommend Squarespace as it is very easy to use. You will create a Google Adwords account for this project, as well as a Google Analytics account. These accounts need to be “new” account. If you decide to use a social media strategy, you will need to create “new” accounts for these too. You will provide me with the username and password for all accounts that were created for this project at the end of the semester.

IMPORTANT: ALL OF YOUR ACCOUNTS NEED TO BE NEW, TIED TO A NEW EMAIL ADDRESS. I WILL ACCESS THESE ACCOUNTS. FACEBOOK SHUT DOWN PERSONAL ACCOUNTS IN THE PAST. USE NEW ACCOUNTS.

IMPORTANT: YOU ARE GRADED ON YOUR TERM PAPER, ***NOT*** ON YOUR WEBSITE AND ADS.

Please create your team on Moodle. (a) identify a team leader and and post the name of the team leader at the top of your post next to the title “team leader: name of the team leader”. (b) Post the name of all team members under the team leader’s name. I’ll be communicating with the team leader only should need arises.

Your report might include (this is not a comprehensive list and should not serve as a template for your project). I strongly recommend, though, to structure your document using these three main sections:

**A: One-page executive summary**

**B: Section 1: Planning and ecosystem**

IMPORTANT: Your persona and journey need to be documented/referenced (e.g., stats, interviews, surveys).

* Define a USP/POV statement
* Target and persona
* Short product presentation
* Explain product-market fit
* Customer journey.
  + *Your customer journey needs a figure. I recommend* [*something like this*](https://media.nngroup.com/media/editor/2018/11/06/screen-shot-2018-11-06-at-122254-pm.png)*.*
* Identification of competition *and their digital marketing strategy*. This should ideally be presented in the appendix, and the strategic implications of your competitive analysis should be featured in the paper.
* If needed, identification of influencers, communities, affiliates, etc.

**C: Section 2: Strategy**

IMPORTANT: Your strategy needs to include:

THREE inbound activities. At least one of these inbound activities need to integrate SEO principles (i.e., it needs to aim at boosting your ranking online).

THREE outbound activities

*You do not have to create independent sections to present these. You simply need to have three inbound and three outbound activities in your strategy.*

IMPORTANT: Please include a summary figure of your project that links together all three sections. I suggest you start with and expand from a customer journey figure (see above).

* Overall strategy: what tactics will you be using, how are these integrated, why these and not others (i.e. rationale for your strategy), etc.
  + *Your overall strategy needs a figure*
  + Your overall strategy needs a clear conversion path
* I would suggest presenting your strategy using the RACE framework
* Make sure you have objectives and associated KPIs

**D: Section 3: tactics**

* Implementation specifics
  + E.g. keywords for Google Ads, material for Facebook ads, content calendar for content marketing strategy, actual content for website. Some of these can be linked to your website, actual ads, or placed in the appendix, but I expect to see your reasoning behind what you are introducing. For example, I expect you would explain what your Google ad is about and how this makes sense when integrated with your persona(s), journey, and strategy.

This project is due on week 14 and will be uploaded on Moodle. All access to the accounts you will have created are due on the same day. No paper copy is required.

You have a maximum of 25 pages, double-spaced, Times New Roman, font size 12. In addition, you can have appendixes (no page limit). Appendixes should support your main arguments. I *strongly* suggest taking screenshots of all your online activities and include them in the appendix, but don’t assume I will read the appendix. I also *strongly* suggest placing analyses in the appendix, and discuss the strategic implications in the body of your work. Also, please provide active URLs to content as well as log-in information for all accounts. Failure to do this will result in a penalty.

2. Team project – project presentation (15%)

Your presentation will offer an overview of your project in fifteen minutes. You are free to organize the presentation as you wish. Make it splashy: half of your grade will be given by your colleagues.

All team members do not need to present. You can have only one presenter, if desired. The grade for the presentation will be given to the them as a whole.

3. Examinations (40%)

There will be two exams: a midterm (20%) and a final (20%). These examinations will be based on two cases where you will be asked to apply what you have learned so far in class.

For your medical excuse to be verified by the associate dean or university staff, an official medical note *(Medical Certificate for a Deferred Notation – Form 4B)* must be completed by your medical clinic and/or doctor. Form 4B must be used for all exams. You can find the form at:

<http://registrar.concordia.ca/exam/pdf/form4B.pdf>

4. Participation (10%)

Participation grade will be evaluated based on your attendance and participation during the 30 minutes of in-class exercices with your colleagues.

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| **General remarks** |

Since this course is part of a degree designed to give students a broad understanding of the world of business, the instructor aims to run the course in a way which will be consistent with a professional setting. I, the instructor for this course, strive to provide accurate information, quality materials and good service.

In return, I expect that you, the student, will conduct yourself in a way that keeps the classroom professional and focused, and that prepares you for the world of work:

1. If you read this sentence, please send me puppies at thisistheemailformark452@gmail.com
2. Slides will be made available before the class so that you can print and takes notes on them.
3. Lectures will begin promptly, so please do not arrive late.
4. During the class, respect the learning opportunities of others. Don’t distract others by chatting to your neighbour.
5. It is your responsibility to check with fellow students whether any announcements were made regarding text/assignments/lectures and to obtain any handouts if you miss a class.

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| **Academic Integrity** |

The Code of Conduct (Academic) at Concordia University states that the "integrity of University academic life and of the degrees, diplomas and certificates the University confers is dependent upon the honesty and soundness of the instructor-student learning relationship and, in particular, that of the evaluation process. As such, all students are expected to be honest in all of their academic endeavors and relationships with the University." (Undergraduate Calendar, section 16.3.14)

All students enrolled at Concordia are expected to familiarize themselves with the contents of this Code. You are strongly encouraged to visit http://provost.concordia.ca/academicintegrity/, which provides useful information about proper academic conduct. Make sure to take the Academic Integrity Test if you have not done it already.

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| **Feedback and Grading** |

The objective of this course is to broaden your knowledge and skills in digital marketing. Working through the assignments will enable you to develop a better understanding of this field. Feedback will be provided to you throughout the course. For each examination, as well as for your final grade, I will submit a letter grade for every student registered. In other words, you won’t be provided with a percentage for any examination in this course. Both exams and the term project will be grade on a A+ to F scale.

**Term project grading rubric**

Grades are assigned on the term project, *not the website and related online activities.*

Content: 90%

Section 1: Research and planning: 30%

* Provide a clear and differentiated USP
* Provides a clear, targeted segment that is well-illustrated by the persona
* Offers a product with a substantiated product-market fit
* Devised a comprehensive journey that includes stages and related actions
* Identifies proper influencers/communities/intermediates/affiliates, etc. (as required based on the journey and associated strategy)
* Identifies competitors and analyze competition *to provide strategic recommendations*

Section 2: Strategizing: 30%

* Provides a coherent strategy that is aligned with the persona and journey
* Identify key strategic elements associated with a conversion framework (e.g., RACE)
  + Optional: Ties strategic elements to a journey-related conversion path
* Breaks down stages of conversion framework into specific objectives and associated KPIs
* Explains and substantiates rationale for strategic elements based on research and planning section

Section 3: tactics: 30%

* Specifies how the key strategic elements are put into action
  + E.g., If one of your strategic element is a Google AdWords campaign, provide the ad (headline and content) and keywords and your reasoning for choosing the headline, description and keywords.
  + E.g., If one of your strategic element is a landing page, explains the component of this landing page and the rationale for each component.
  + E.g., If one of your strategic element is pieces of content, provide a rationale for each piece of content (e.g. targeted search, associated keywords, whether this aims at converting visitors, content)

Note: I expect to see your reasoning behind what you are talking to me about. Let’s say you tell me in section 2 that you are doing Adwords, be clear as to why you chose this over all other possible options, where it fits your strategy (i.e., which stage of the RACE framework), why this stage and not others, what you aim to accomplish with this ad. In section 3, you should present and justify your ad (headline and description).

Form: 10% (e.g. coherence, structure, presentation, alignment, proper citation)

For citation style, please use a consistent citation style. I don’t care which format you choose as long as it is consistent throughout.

**Questions to ask yourself for the term project**

* Product: Is your product clearly defined, with a USP?
* Persona: Do you know who you are selling to? Does your target segment has a clear need, motivation, and/or challenge? Does your persona help target it? Can you build your strategy and tactics from the information presented in your persona?
* Product-market fit: Is there a market for your product? Can you make a convincing case for this?
* Journey: Do you have a clear idea how consumers go about buying a product in your category? Can you build your strategy and tactics from the information presented in your journey?
* Competitive analysis: Do you have a clear idea as to how competitors market their products online in your domain? Have you shown me that you have used your competitive analysis to identify key things to do in your own strategy and tactics?
* Ecosystem/influencer/communities: Do you understand the online ecosystem around your product? If you plan to use an influencer, do you know who are the main influencers in this product domain? Have you created a persona for your influencers? If you give the task to find influencers to somebody who has not participate in your project, do they have enough information to find exactly the kind of influencers you want? (same goes for communities)

**Strategy**

* Have you draw links between the persona, the journey, and the initiatives you are presenting?
* Is it clear how all of your ads, social media account, etc. are connected together and are moving people to visitors to lead to paid customers? In other words, do you have a clear conversion path in mind?
* Conversion path: Do you show that you have a clear idea as to how consumers (1) become aware of your brand, (2) go to visit your website, (3) start considering your b, (4) interact with your brand over time, (5) make a purchase, (6) stay loyal and (7) refer your product/brand?
* Is your conversion path well-integrated within your overall strategy? (THINK RACE)
  + For example, if you chose to create content, did you explain whether this content was promoted and where? How you decided on the topics of the content?
* Are your ads well-aligned with specific steps of the consumer journey? Do these ads have the right ‘characteristics’ to target people at these steps in the journey?

**Tactics**

* Did you give specifics regarding *all* activities that you mentioned in the ‘strategy’ sections?
  + Did you explain why you chose the keywords you chose? Why your ad headline makes sense?
  + Did you explain why you chose the visuals you chose?
  + For content, did you explain which keywords were located in your content? When this content was posted? Where? And what made you chose these platforms?