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MKTG 2810 Course Syllabus

MKTG 2810: Course Syllabus

Instructor: _____  _____

Please feel free to contact me concerning any questions you come across as you navigate through this course. Please allow me up to 48 hours to respond.

Preferred Method of Communication:

Your performance in this class is very important to me. I am available to hear your concerns and just to discuss course topics. I am also always looking for ways to improve this class and make it more meaningful to the students. Please feel free to come by my office anytime during these hours:

Office Hours:


Office: _____  _____

Text: There is no required text for this class. However, you will need to acquire access to LinkedIn Learning. You can find the assigned LinkedIn Learning lessons in the weekly modules on Canvas.

Access to LinkedIn Learning

Good news for residents of Salt Lake City!

LinkedIn Learning is available for Salt Lake City residents free of charge through our library system.

For more information click on the link (<http://www.slcppl.org/databases>  <http://www.slcppl.org/databases>) or contact the Salt Lake City Library at **801-524-8200**.

Not a resident? See below:

You may get a non-resident library subscription for a very reasonable rate (cheaper than LinkedIn Learning). Prices are \$80 for a year, \$40 for 6 months, and \$20 for 3 months. You may also get up to two one hour passes at any of the SLC Public Libraries per day for free, these passes will allow you to access LinkedIn Learning on their computers. (*This information is current as of December 2022 and is subject to change, please let me know if it has changed so that I can update this information on the syllabus.)

Course Description

This course is designed to help students enlarge their digital media strategic marketing skills. For this to be possible, students in this course learn many different concepts related to digital marketing, such as networking, social media, UI UX, eCommerce, surveys, analytics, online research, search engine optimization, apply analytics, and mobile apps. This class will require students to create a social media, digital marketing and e-commerce strategy projects using skills taught in this class, from sales, fundamentals and marketing, accounting, customer service, CIS, and general business management. The strategies and materials learned in this class will make you more marketable to businesses since you will be equipped with some of the most recent and up to date digital marketing strategies used today.

Learning Outcomes

SLCC Learning Outcomes:

SLCC is committed to fostering and assessing the following student learning outcomes in its programs and courses:

1. Acquire substantive knowledge throughout the general education core and distribution areas.
2. Communicate effectively.
3. Think critically and creatively.
4. Develop the knowledge and skills to be a community engaged learner and scholar.
5. Develop quantitative literacies necessary for their chosen field of study.
6. Develop the knowledge and skills to work with others in a professional and constructive manner.
7. Develop computer and information literacy.

Course Learning Outcomes – During the semester, students will

1. Create and deliver effective presentations that include visual and communication methods to peers.
2. Extract relevant digital marketing research, process the data and strategies appropriately, draw reasonable conclusions and present both and written social media and digital marketing strategies.
3. Use digital marketing strategies, research, and applicable examples for decision making on a level appropriate for a first-year student
4. Communicate effectively and think critically while performing research and analyzing a digital marketing strategy.

Class Structure

As your instructor and a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. I take this responsibility very seriously and will inform

members of the class if their behavior makes it difficult for me to carry out this task. As a fellow learner, you are asked to respect the learning needs of your classmates and assist me in achieving this critical goal.

Due to the nature of this class, attendance will be highly recognized through assignments, discussions, presentations and participation. It will be very difficult to succeed in this class without regular attendance and preparation. Changes to the class structure could be also announced in class. We will use handouts and articles, as well as, information from the suggested readings for group projects. You will be responsible for all information provided in class through announcements, handouts and lectures. There will be additional information outside of the articles and reading material provided via Canvas.

Discussions and Participation (25%)

- Your participation in this class plays a major role in enhancing the overall learning environment. We will have discussions during class based on the preparation materials while reflecting on the strategies, discussions, and materials leading up to that point in the semester. You will be graded based on how well you demonstrate an understanding of the topic and based on your creative analysis of how the materials discussed fit into digital marketing.

Assignments (35%)

- All assignments given during this course are designed to help increase students understanding of digital marketing. These assignments include LinkedIn Profiles, ePortfolios, surveys, applying analytics to portfolio, keyword analysis, and a giving back “non-profit” assignment. Students are highly encouraged to turn in all assignments on time, however late assignments will be accepted with a 50% reduction.

Certifications and Credentials (40%)

- Students will earn industry-recognized certifications and credentials that will validate their skills, enhance their credibility, and improve career prospects. Passing a Certification will earn you full credit for this assignment. If you score under 80% and retake and pass the certification within two weeks of the deadline, ***you will earn full credit as long as you submit the failed attempt screenshot by the due date of this assignment.*** If you don't pass within two weeks but still pass before the last day of classes, you will earn half credit for the assignment. If you don't pass at all, you will not receive credit for the assignment.

Grades

We will conduct discussions, assignments, and certifications that you can use to determine how successful you are at achieving the course learning outcomes outlined in the syllabus. If you find you are not mastering the material and skills, you are encouraged to reflect on how you study and prepare

for each class. I also welcome a dialogue on what you discover and may be able to assist you in finding resources on campus that will improve your performance.

You will be evaluated on a total point accumulation basis as follows:

- **Discussions and Participation (25%)**
- **Assignments (35%)**
- **Certifications (40%)**

Late policy: Due dates for all assignments must be met to receive maximum points. The individual assignments and the Midterm can be submitted late. Discussions cannot be made up. Any late assignments submitted after due date will lose 50% of the possible points allowed for that assignment (Example: Assignment is worth 20 and student scores 16, student will receive an 8 with the 50% deduction).

Other Factors that Affect Your Success

Attending class regularly is the best way to succeed in this class. Research has shown that the single most important factor in student success is attendance. Simply put, going to class greatly increases your ability to succeed. In order to support you, I have made attendance a factor in your final grade. This should be the easiest outcome for you to achieve in this class. The five points below cover additional factors that are important to know:

1. **You** are responsible for everything that is handed out, discussed, or assigned in class. Should an absence occur, make arrangements to obtain class notes, handouts, and assignments from another student or from the professor. Your attendance is important to your learning and that of your classmates. Plan to be in class every day and be prepared to add to the discussion. Points are assigned for attendance and participation based on the professor's assessment of your involvement in the class and the assessment of your peers through group projects.
2. Due dates for all assignments must be met. **Any late assignments will lose 50%** of the total possible points for that assignment. A late assignment is one that is handed in after the class period ends on the specified due date. You are certainly encouraged to turn in assignments early; this is an important habit to establish as you continue to prepare for your career. Please see the section above to find out which assignments can be made up, and which ones can't.
3. **The instructor reserves the right to adjust the daily schedule.** Announcements will be made in class or via Canvas if this were to happen.

SLCC Policies & Other Valuable Information

- **Accommodations for students with disabilities.** *Students with medical, psychological, learning or other disabilities desiring accommodations or services under ADA, should contact the Disability Resource Center (DRC). The DRC determines eligibility for and authorizes the provision of these accommodations and services for the college. Please contact the DRC at the Student Center,*

Suite 244, Redwood Campus, 4600 So. Redwood Rd, 84123. Phone: (801) 957-4659, TTY: 957-4646, Fax: 957- 4947 or by drc@slcc.edu (<mailto:drc@slcc.edu>).

- **Academic honesty and the SLCC Student Code of Conduct.** Students are both bound and protected by the *SLCC Student Code of Conduct*. If you are unaware of this Code and the requirements it makes of you as well as the protection it gives you, contact Student Services for a copy (of either the complete code or the abbreviated version). Personal integrity and responsibility are requirements of this class, as are all other guidelines of the *Student Code*.
- Plagiarism is theft. Any time you present another person’s work as your own—even if that other person is a friend and/or spouse—you have plagiarized. The penalty for a first offense of academic dishonesty is no credit for the assignment, which cannot be redone. A second offense means that you fail the course and will be reported to the Division Chair and Student Advising.
- **School of Business Accreditation.** The Marketing Management program is accredited by the Accreditation Council of Business Schools and Programs (ACBSP). This accreditation represents the achievement of meeting the high national standards established for an associate degree-granting business program.

Title IX Information:

20 U.S.C.A. Section 1681 (a): TITLE IX

“No person in the United States shall, on the basis of sex, be excluded from participation in, be denied benefit of, or be subjected to discrimination under any education program or activity receiving federal funds.”

Examples of violations (but not limited to):

- Sexual advances, requests for sexual favors and sexually motivated physical conduct
- Overt or subtle pressure for sexual activity
- Sexually offensive verbalization including remarks, “teasing”, slurs, and innuendo
- Repeated inappropriate jokes or comments about sex or gender specific traits
- Conduct that is demeaning or derisive and occurs substantially because of one’s gender
- Sexual assault
- Sexual Violence
- Gender based disparate treatment

Violations can occur in any college environment, such as (but not limited to):

- } Field Trips } Classrooms
- } Student Clubs } Athletics
- } Transportation } On Campus Events

If you have questions or concerns regarding your rights or responsibilities, or if you would like to file a Title IX complaint please contact:

Students-

Dr. Marlin Clark, Dean of Students, 801-957-4776, STC 276 A (Redwood)

Employees or Community members-

Ken Stonebrook, Title IX & Discrimination Manager, 801-957-5027, AAB 211G (Redwood)

Online Reporting Form-

<http://www.slcc.edu/eeo/title-ix/complaint.aspx>  [_ \(http://www.slcc.edu/eeo/title-ix/complaint.aspx\)](http://www.slcc.edu/eeo/title-ix/complaint.aspx)
[.\(Links to an external site.\)](http://www.slcc.edu/eeo/title-ix/complaint.aspx)  [_ \(http://www.slcc.edu/eeo/title-ix/complaint.aspx\)](http://www.slcc.edu/eeo/title-ix/complaint.aspx)

Salt Lake Community College has a strong prohibition against RETALIATION! The college does not tolerate acts of retaliation against anyone for engaging in filing a complaint or participating in an investigation.

Institutional Syllabus

See the [Institutional Syllabus \(https://slcc.instructure.com/courses/530981/pages/institutional-syllabus\)](https://slcc.instructure.com/courses/530981/pages/institutional-syllabus) for more information about:

- Institutional Policies
- Advising
- Counseling
- Learning Support
- Tutoring Services
- DRC
- and many other support services

Course Summary:

| Date | Details | Due |
|------|--|-----|
| | <input type="checkbox"/> [Template] Assignment (https://slcc.instructure.com/courses/869080/assignments/12142322) | |
| | <input type="checkbox"/> [Template] Discussion (https://slcc.instructure.com/courses/869080/assignments/12179367) | |

| Date | Details | Due |
|------|---|-----|
| | <input type="checkbox"/> [Template] Quiz (https://slcc.instructure.com/courses/869080/assignments/12151779) | |
| | <input type="checkbox"/> Early Course Feedback (https://slcc.instructure.com/courses/869080/assignments/15110768) | |
| | <input type="checkbox"/> End of Course Student Survey (https://slcc.instructure.com/courses/869080/assignments/15110767) | |
| | <input type="checkbox"/> Introduce Yourself Template (https://slcc.instructure.com/courses/869080/assignments/12309159) | |
| | <input type="checkbox"/> Syllabus Quiz (https://slcc.instructure.com/courses/869080/assignments/12127241) | |
| | <input type="checkbox"/> Wk 10: Create a Survey (https://slcc.instructure.com/courses/869080/assignments/12222613) | |
| | <input type="checkbox"/> Wk 11: Discussion (https://slcc.instructure.com/courses/869080/assignments/12222616) | |
| | <input type="checkbox"/> Wk 12: Analytics Assignment (https://slcc.instructure.com/courses/869080/assignments/12277327) | |
| | <input type="checkbox"/> Wk 12: Discussion (https://slcc.instructure.com/courses/869080/assignments/12277328) | |
| | <input type="checkbox"/> Wk 13: Data Visualization (https://slcc.instructure.com/courses/869080/assignments/12293522) | |
| | <input type="checkbox"/> Wk 14: Keyword Research (https://slcc.instructure.com/courses/869080/assignments/12309256) | |
| | <input type="checkbox"/> Wk 15: Keyword Strategies (https://slcc.instructure.com/courses/869080/assignments/12309260) | |
| | <input type="checkbox"/> Wk 2: Discussion (https://slcc.instructure.com/courses/869080/assignments/12179333) | |

| Date | Details | Due |
|------|---|-----|
| | <input type="checkbox"/> Wk 3: Access LinkedIn Learning (https://slcc.instructure.com/courses/869080/assignments/12127243) | |
| | <input type="checkbox"/> Wk 3: Discussion (https://slcc.instructure.com/courses/869080/assignments/12168653) | |
| | <input type="checkbox"/> Wk 3: Your LinkedIn Profile (https://slcc.instructure.com/courses/869080/assignments/12127368) | |
| | <input type="checkbox"/> Wk 4: Discussion (https://slcc.instructure.com/courses/869080/assignments/12179436) | |
| | <input type="checkbox"/> Wk 6: Discussion (https://slcc.instructure.com/courses/869080/assignments/12198722) | |
| | <input type="checkbox"/> Wk 7: UI & UX Slides (https://slcc.instructure.com/courses/869080/assignments/12198778) | |
| | <input type="checkbox"/> Wk 8: Google Ads (https://slcc.instructure.com/courses/869080/assignments/12222438) | |
| | <input type="checkbox"/> Wk 9: Discussion (https://slcc.instructure.com/courses/869080/assignments/12222445) | |
| | <input type="checkbox"/> Wk4: Social Media Project (https://slcc.instructure.com/courses/869080/assignments/12127273) | |
| | <input type="checkbox"/> Wk5: Google Analytics (https://slcc.instructure.com/courses/869080/assignments/12190224) | |