

Intro to Digital and Social Media Marketing

Undergraduate 4 Credit Course Outline

By David Shaby

Course Description: Digital and social media marketing has increasingly grown into the dominant method utilized by most organizations and is essential to understand and master as a marketing professional. This course helps students gain a foundation in digital and social media marketing principles by introducing fundamental tools and frameworks commonly used to design and execute digital/social marketing programs. The focus of the course centers around various methods for defining target customers, understanding marketing objectives, developing digital strategies and execution tactics, and utilizing technology to successfully market products and services in a digital and social setting.

Course Format: Digital Marketing is a highly interactive course that uses a combination of class lectures, discussions, case studies, projects, guest speakers, readings, and demonstrations to foster a learning environment that will enhance the practical understanding of students and prepare them as digital marketing practitioners and managers.

Case studies will be a part of the class. Case studies will be utilized to introduce and highlight concepts and to initiate discussion. Major case studies and featured companies will generally be introduced prior to discussion in class, and we will incorporate mini- cases and examples in the live class setting with materials to be posted after class as reference.

Success in the course is highly dependent upon the energy and participation of the entire class community, and engagement will be a key factor in learning and achievement. Students, professors, and guests should come to class prepared to speak, present, share, and enjoy the process.

The Department of Education's standard states that the combined total of in-class and outside-of-class work must equal 36 hours per week for a five-week, four-credit summer course. In addition, each student at their discretion may attend a half hour 1-1 feedback session halfway through the course to review assigned work. Up to 2 classes may be made-up via viewing of the class recording and submission of a non-AI summary of key points.

Learning Goals: Upon completion of this course, students will be able to:

- Understand and explain the dominant digital marketing tools and practices, and the relative advantages of each
- Determine digital strategies and tactics that solve specific business/marketing needs and serve defined target audiences
- Understand how new tech, such as AI, impacts marketing

- Utilize social media as a subset of digital marketing and understand effective uses of media as a marketing strategy
- Adopt a goal oriented “funnel” approach and understand how workflow and design inform digital marketing
- Develop plans, campaigns and integrated approaches in the style of a real world marketing manager
- **Course Topics:**
 - Personas
 - Content
 - Websites
 - SEO/SEM
 - CTA
 - Landing Pages
 - Customer Journey Design
 - Email and Automation
 - Blogs
 - Social Media
 - UGC
 - AI for Marketers

Course Materials: Primary course materials are required and will be available in the course pack. All secondary materials will be distributed for free through MOODLE or presented in class. The course pack is found at: **Course pack will be added at a later date**

Additional Course Materials: Throughout the course we will access additional content from a variety of sources. Outside readings will be shared as the course progresses.

Course Grade Evaluation: Class participation is important for the grade and for the quality of the overall class. It is a major component of the grade.

A thorough case write-up will allow students to demonstrate critical thinking and analytical skills.

Exercises will be introduced throughout the course. Examples of exercises include; creating blogs, recommending changes to a website, developing social posts, or designing a content plan.

Grading breakdown is as follows:

- Class Participation (30%) – Students are expected to initiate and participate in class discussion. We have 15 classes. Each class earns up to 2% credit against the 30% cumulative grade. Participation will earn the full 2% each class. Unexcused absences earn a zero. Excused absences can earn credit back via watching video and submitting notes. Grading based on:
 - Class attendance and active participation, especially in exercises in class

- Evidence of preparation
- Thoughtful, respectful, professional approach to discussion
- Case Study write-up (20%) – A 5-7 page write up of the AMEX HBS case. Analyze the case and present a new social media strategy for AMEX for the future. Use qualitative and quantitative facts to support your thoughts. Further details will be posted on MOODLE.
- In-class presentations (10%). There will be two in-class presentations, in groups. Prep and delivery will be done within the class time. Grading will be according to a rubric, provided in advance, and each group receives a team grade out of 5.
- Homework Assignments (40%) – A total of 4 exercises presented before or after classes will count towards grades. Each grade-based exercise will be identified prior to class where it is presented and posted on MOODLE. Grading based on:
 - Preparation and completeness of assignment
 - Analytical and problem-solving skills demonstrated both written and in class
- No final exam

Earning an ‘A’: A student who earns the highest level grade in this course will have demonstrated outstanding engagement in class discussions and exceptional quality of project and exercise work. Top students will participate, present and ask questions in class proactively and take ownership of assignments, going above and beyond to be thorough and well-researched. These students will be those who exhibit leadership during project work, and their presentations will reflect creativity, preparation, and mastery of the core class concepts. Class Conduct

Laptop/tablet/Smartphone Policy: Students may bring technology for note-taking and class use. In order to ensure integrity of class participation, we ask that students refrain from using technology for outside pursuits. Texting and surfing are distracting to all, and the instructor may occasionally ask for a technology-free period to encourage participation. Consistent misuse of personal technology may result in participation grade impact.

Late Assignments: Late assignments will not be accepted without my prior permission, and will incur a penalty unless the circumstances are exceptional.

Academic Honesty: You are expected to be honest in all of your academic work. Please consult Brandeis University ***Rights and Responsibilities*** for all policies and procedures related to academic integrity. Students may be required to submit work to TurnItIn.com software to verify originality. Allegations of alleged academic dishonesty will be forwarded to the Director of Academic Integrity. Sanctions for academic dishonesty can include failing grades and/or suspension from the university. Citation and research assistance can be found at [LTS – Library guides.](#)

AI Policy: This course encourages students to explore the use of generative artificial intelligence (GAI) tools such as ChatGPT for all assignments. Any such use must be appropriately acknowledged and cited. It is each student's responsibility to assess the validity and applicability of any GAI output that is submitted; you bear the final responsibility. Violations of this policy will be considered academic misconduct. We draw your attention to the fact that different classes at Brandeis could implement different AI policies, and it is the student's responsibility to conform to expectations for each course*
*This policy will be discussed in class and is extremely important

Disabilities: Brandeis seeks to create a learning environment that is welcoming and inclusive of all students, and I want to support you in your learning. If you think you may require disability accommodations, you will need to work with Student Accessibility Support (SAS). You can contact them at 781-736-3537, email them at access@brandeis.edu, or visit the [Student Accessibility Support home page](#). You can find helpful student FAQs and other resources on the SAS website, including guidance on how to know whether you might be eligible for support from SAS.

Communication: We'll make regular use of MOODLE. All lecture notes, handouts, assignments, and supporting materials will be available via MOODLE, and any late-breaking news will reach you via email or system message. Please check your Brandeis email and the MOODLE site regularly to keep apprised of important course-related announcements.

If you are hesitant to participate for any reason or if you have questions about anything, please contact me. I am happy to help. Please contact me for assistance for any reason, or if you have questions, comments, or concerns about the course. All of my contact information is on the cover page of this syllabus.

Resources: Brandeis University is committed to supporting all our students so they can thrive. The following resources are available to help with the many academic and non-academic factors that contribute to student success (finances, health, food supply, housing, mental health counseling, academic advising, physical and social activities, etc.). Please explore the many links on this [Support at Brandeis page](#) (<https://www.brandeis.edu/support/undergraduate-students/browse.html>) to find out more about the resources that Brandeis provides to help you and your classmates to achieve success. Specific resources:

- [The Care Team](#)
- [Academic Services](#) (undergraduate)
- [Graduate Student Affairs](#)
- Directors of Graduate Studies in each department, School of Arts & Sciences
- Program Administrators for the Heller School and International Business School
- [University Ombuds](#)

- Office of Equal Opportunity.

Health and Safety:

- Register for the Brandeis Emergency Notification System. Students who receive an emergency notification while attending class should notify their instructor immediately. In the case of a life-threatening emergency, call 911. As a precaution, review this active shooter information sheet.
- Brandeis provides this shuttle service for traveling across campus or to downtown Waltham, Cambridge and Boston.
- On the Brandeis campus, all students, faculty, staff and guests are required to observe the university's policies on physical distancing and mask-wearing to support the health and safety of all classroom participants. Face coverings must be worn by all students and instructors in classes with in-person meetings. Students and faculty must also maintain the appropriate 6 feet of physical distance from one another when entering, exiting, or being in the classroom and continue to sit in seats assigned by the professor to assist the university in its contract-tracing efforts. All faculty and students must also clean their work areas before and after each class session, using the sanitizing wipes provided by the University. (Classrooms will also be professionally cleaned by Brandeis custodial staff multiple times per day.) Review up to date COVID-related health and safety policies regularly.

Course Outline:

Class	Main Topics	Key Concepts/Resources	In-Class Activities	Homework	Case
1	Class intro and glossary of marketing terms walkthrough	<ul style="list-style-type: none"> •Faculty bio •Policies/class culture, grading, class flow, communications, use of AI 	<ul style="list-style-type: none"> •Intros •Q & A 	None	No
1	Intro to digital and social media marketing	<ul style="list-style-type: none"> •Digital transformation •Zero Moment of Truth •POST method •The marketing funnel and customer-centric marketing 	<ul style="list-style-type: none"> •E-commerce “buy a shirt” experiential demo •Breakout: map the “buy a shirt” customer journey and apply POST method 	None	No
1	B to B vs. B to C marketing definitions	<ul style="list-style-type: none"> •Similarities/Differences chart based on marketing type 	<ul style="list-style-type: none"> •Showcase examples of B to B vs. B to C. 	None	No

1	Target audience and personas	<ul style="list-style-type: none"> •Understanding your target audience •Developing personas using a persona framework for real companies 	<ul style="list-style-type: none"> •Examples of personas drawn from sample websites •Breakout: develop personas for select sample companies using persona framework. 	Persona design for a fictional company using persona template	No
2	Brands and branding	<ul style="list-style-type: none"> •Brand Essence Wheel 	<ul style="list-style-type: none"> •Breakout: design the “Nike Hotel” using the branding wheel 	None	Yes
2	Defining and exploring distinct digital marketing assets	<ul style="list-style-type: none"> •SERP •Journey walkthrough •Websites and landing pages •PESO model for media types 	<ul style="list-style-type: none"> •Breakout: “find a bakery” exercise, focus on SERP and customer decision-making 	“Find a flower shop” customer journey design	No
3	Objectives and measures	Chart common digital marketing KPIs	Add KPI to a sample campaign brief, using POST model	None	Yes
3	Google analytics	<ul style="list-style-type: none"> •Walkthrough of free Google analytics platforms 	<ul style="list-style-type: none"> •In class exercise to recommend KPI from large dataset and defend answers 	None	No
4	Organic and paid search – SEM and SEO	<ul style="list-style-type: none"> •Guest speaker material 	<ul style="list-style-type: none"> •Guest – note, can be facilitated by prof if guest availability is not a match 	None	No
4	Paid search ad development	<ul style="list-style-type: none"> •Guest speaker material 	<ul style="list-style-type: none"> •Guest – see above 	None	No
4	Managing search campaigns	<ul style="list-style-type: none"> •Guest speaker material 	<ul style="list-style-type: none"> •Guest – see above 	None	Yes
4	AI in digital marketing	<ul style="list-style-type: none"> •AI overview, industry trends •The SEO AI use case 	<ul style="list-style-type: none"> •Guest – see above 	None	No
5	AI Continued	<ul style="list-style-type: none"> • Prompt engineering • 	<ul style="list-style-type: none"> •Examples for study •Prompt Practice 	None	No
5	Landing pages	<ul style="list-style-type: none"> •LP template Wireframes 	<ul style="list-style-type: none"> •Breakout: build a page for dental company and present back using POST metho 	Snowplow company design a customer journey, with paid ad and full LP	No
5	Calls to action	<ul style="list-style-type: none"> •CTA template •Wireframe 	<ul style="list-style-type: none"> •CTA “fix” exercise 	Covered above	No
6	Media and content	<ul style="list-style-type: none"> •PESO model 	<ul style="list-style-type: none"> •Samples from live campaigns 	None	No

	definitions, types, uses	•	•Match the content with the persona and marketing objective exercise		
6	Content development and UGC	•Content “jobs” framework AI and content	•Breakout: develop a UGC campaign for Jelly Belly •	None	No
6	Customer reviews	•Review platform in Google and SERP	Breakout: urgent care reviews and use case for landing pages and SERPS	None	Yes
7	Websites	•IA pyramid, Wireframes, Sitemaps •Development process •Website standards and best practices •Intro of AI tool	•Sample website review B to B and B to C and “fix” recommendations	None	No
7	In class workshop	•AI website platform site builder •Wireframe template	•Build a restaurant site	Project prep	No
8	Website Presentations	•Teams present and demo site	•Each team, 7 min, follow POST method	Graded via rubric	No
8	Website exercise reflection	• Review process and ensure POST is reviewed	•Discussion	None	No
9	Email marketing	• Email Glossary of terms •Email Metrics •Email best practices	•Review of B to B and B to C email examples •Breakout: use 88 Acres recipe content for email subscription campaign	None	No
9	Marketing automation	•Scoring methodologies •Nurture campaigns	•Breakout: design a multi-email sequence to promote a webinar for Salesforce	None	None
10	Social media Introduction	• <u>Groundswell</u> social media models	•Social Media sample showcase •Platform intros	None	Yes
10	Developing the brand voice and tone in social media	•Brand voice vs. brand tone with company examples	•Breakout: Chicken Wars Wendy’s vs. McDonalds breakdown and recommendations	Rename Ketchup social media campaign design, hashtags, and UGC	No
11	Social media posting techniques and campaigns ToFu, MoFu, BoFu	•Social Content Strategy •Sprout Social Articles	•Content ideation by funnel stage exercise for One Wheel •Breakout: content	None	No

			ideation for RAIN Group on LinkedIn		
11	Social media measurement	<ul style="list-style-type: none"> •Definitions and summary of social KPI 	<ul style="list-style-type: none"> •Deep dive on engagement metrics •Breakout: recommend changes to TOFU campaign based on data 	None	No
12	Social media mix and paid ads	<ul style="list-style-type: none"> •Social Mix framework •Ad template, anatomy of an ad post 	<ul style="list-style-type: none"> •Home Depot Facebook ad challenge 	None	No
12	Communities, hashtag campaigns and enterprise social	<ul style="list-style-type: none"> •Hashtag best practices •Communities and social ecosystems •Sample Nike, Sephora 	<ul style="list-style-type: none"> •Breakout: REI apps and communities – reinvent the Parks app for community building 	None	Yes
13	Influencer Marketing using Social Media	<ul style="list-style-type: none"> •Influencers, Ambassadors and UGC 	<ul style="list-style-type: none"> •Breakout: design a campaign for Rumpl using artists as influencers • 	None	Yes
14	Presentations	<ul style="list-style-type: none"> •Present briefing to your client 	Groups present and peers vote. Grade based on Rubric	Graded via Rubric	No
15	Final Paper prep	<ul style="list-style-type: none"> • Bringing it all together- AMEX case 	<ul style="list-style-type: none"> •Amex case review 	Amex Case final paper	Yes