



SCHOOL OF BUSINESS & ECONOMICS

BUS 333, E-MARKETING—FALL 2017

Section 1: Tuesdays and Thursdays, 11:00 AM to 12:15 PM, HEC 146

Be sure to take the time to read this handout thoroughly. It explains in detail what you will be expected to do to complete our course successfully. Let me know immediately if you have any questions.

1. CONTACT INFORMATION

Ricardo Boeing, Ph.D

Office: CPS, Room 427

Office Phone: (715) 346-2736

Cell Phone (715) 869-2150 (text messages are welcome)

Email address: rboeing@uwsp.edu

Office Hours:

Wednesdays, 3:00PM – 7:00PM

Other appointments available upon request

You can always contact me between class sessions via email or by sending me a brief text message. For both cases, do not forget to include your full name, course and section. I will try to get back to you as soon as possible. I will be also available immediately before or after class.

I am extremely excited about this course and your learning experiences, motivation and success. Please let me know if you have any difficulties or suggestions right away. I want it to be both enjoyable and effective. Do not let a small issue become a big problem because you have not talked to me. If you have any ideas that could make the class more interesting and better, feel free to tell me as well.

2. COURSE OVERVIEW

Materials: This course requires that you read the textbook, articles, handouts, and various media.

- **Textbook.**

Digital Marketing: Integrating Strategy and Tactics with Values, New York, Routledge, 2015, by Ira Kauffman & Chris Horton.

Articles, Handouts, and Media. Copies of class readings, handouts and media will be accessible via D2L.

SBE Mission: The UWSP School of Business and Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. Our students achieve an understanding of regional opportunities that exist within the global economy. Evidence of our graduates' level of preparation is evident in their ability to:

- Analyze and solve business and economics problems
- Understand the opportunities and consequences associated with globalization
- Appreciate the importance of behaving professionally and ethically
- Communicate effectively

UWSP Course Description: Learn core-marketing strategies on internet, mobile platforms and online advertising. This interactive course will focus on how to design, strategize, implement and evaluate a digital marketing campaign for small and mid-size organizations. An understanding of the opportunities and challenges of the Digital Media Revolution will be developed through readings, case studies, and hands-on activities. Teams will launch a Digital Marketing Campaign.

Our Learning Outcomes:

Knowledge You Will Gain
1. Explain the impact of digital marketing
2. Use digital marketing to engage others in your message, product and service.
3. Design a real time digital marketing program for a local client, in order to develop an understanding of how real-world organizations can address the opportunities and challenges of digital media.

Grading

Your points will come from 3 exams; the Social Media Marketing Project; the Social Media Final presentation and report; Companies' Social Media Analysis; Cases; and an overall participation grade. The breakdown is as follows:

Exam/Activity	Points
Exams (100 points each)	300
Integrated Digital Marketing Project	100
Case Studies (4) - 10 points each	40
Digital Marketing Final Project	200
Personal Learning Journal (15 pts each)	45
Digital Alive Analysis	45
Attendance & Participation (you are allowed to have 2 unexcused weeks of absence)	50
Total	780
Halloween Costume 10/31	10
Christmas Ugly Sweater 12/14	10
Digital Marketing Plan Implementation Rank Extra Points	15 for first place, 10 for second, 5 for third)

Grade distribution

A	93.00% and above		
A-	90.00% - 92.99%	B+	87.00% - 89.99%
B	83.01% - 86.99%	B-	80.00% - 82.99%
C+	77.00% - 79.99%	C	73.01% - 76.99%
C-	70.00% - 72.99%	D+	67% - 69.99 %
D	63.00% - 66.99%	D-	60.00% - 62.99%
F	0% - 59.99%		

COURSE INFORMATION:

Attendance & Tardiness:

“All students are expected to be present and regular in attendance for scheduled classes and open labs. Absences will be considered justified and excusable only in cases of emergencies, serious illness or death in the immediate family.” Regular attendance is critical for your success in this course. I expect you to attend each and every class on time. Attendance will be taken and attendance/participation points will be allocated based on the percentage of days absent and the quality of your classroom participation. I will deduct for distracting behavior, not knowing what is going on, sleeping, etc. If you do miss a class, you are responsible for getting and completing any missed assignments. **DO NOT EMAIL ME TO ASK WHAT WAS MISSED.** Check the syllabus, ask your classmates, and contact me with **SPECIFIC** questions if you have them.

Incompletes:

An instructor uses the grade of an “I” (Incomplete) at the end of a term to designate incomplete work in a course. It should be used **only** when the student was unable to complete the requirements of the course because of illness, military services, hardship, or death in the immediate family. A grade of “I” should be given only if the student has substantially completed the major requirements of the course.

Guidelines for Assignments (further explanation yet to come):

1. Digital Marketing Plan (groups of 5 students)

Guidelines for Group Projects

Business activities involve group effort. Consequently, learning how to work effectively in a group is a critical part of your business education.

Every member is expected to carry an equal share of the group’s workload. As such, it is in your interest to be involved in all aspects of the project. Even if you divide the work rather than work on each piece together, you are still responsible for each part. The group project will be graded as a whole: its different components will not be graded separately.

It is recommended that each group establish ground rules early in the process to facilitate your joint work including a problem-solving process for handling conflicts. In the infrequent case where you believe that a group member is not carrying out his or her fair share of work, you are urged not to permit problems to develop to a point where they become serious. If you cannot resolve conflicts internally after your best efforts, they should be brought to my attention and I will work with you to find a resolution.

You will be asked to complete a peer evaluation form to evaluate the contribution of each of your group members (including your own contribution) at the conclusion of each project. If there is consensus that a group member did not contribute a fair share of work to the project, I will consider this feedback during grading.

This project is meant to be fun while at the same time giving you the opportunity to put into practice many concepts you will learn in class.

This group project will require your team (4 students) to design and implement an Integrated Digital Marketing campaign. Your team will create a video targeting a particular service or product from Stevens Point or surrounding areas. You will then disseminate that content and try to make it “go viral.”

Your project team will design an Integrated Digital Marketing campaign that targets a specific, well-defined market segment with a geographic focus (Central Wisconsin, preferably the Stevens Point area, and delivers the appropriate theme/message using digital media that is relevant to its intended audience. Your team must incorporate tools for monitoring the campaign (e.g. Facebook Insights, YouTube Google Plus and Twitter Analytics), as well as for measuring and evaluating results (sales, registrations, inquiries, etc.).

Companies that were already picked in the Fall of 2016 and in the Spring of 2017:

Lemon Grass

Steve’Os

Amber Grill

Silver Coach

Mother's Approval Tattoo
Polito's Pizza
Goal-line Golf and Hockey
Kim's Barrel Inn
North Point Pub
Walder Manufacturing
Emy J's
Escape Room
Olympia Restaurant
Golden Corrals
Campus Cycle
The Point After
Partner's
Klismith Accounting and Tax Group

Project Structure:

**(PowerPoint Presentation – 10 minutes – 2-3 minutes of questions or suggestions from the other groups)-
Make sure to upload the Digital Marketing Plan in a Word Document to D2L (one per group) by 11:59PM of 11/07.**

1. **Contextualization of the Industry**
2. **Chosen organization detailed Information (everything you consider to be important about the organization your group chose to work with)**
3. **Target Audience**
4. **Conducted research (in detail)**
5. **Integrated Digital Marketing (From chapters 7 to 10)**
 - 5.1 DEFINE (values, goals, and message) and ESTABLISH (online presence over web, social and mobile)
 - 5.2 CONVEY (the organization's brand message and content throughout the web, social and mobile) and PROMOTE (the same)
 - 5.3 CONNECT (with the audience) and CONVERT (the audience into consumers and brand advocates)
 - 5.4 MEASURE (actual outcomes against expected performance) and REFINE (future digital marketing initiatives).

Please see the Text Book Appendix for more information.

(Times New Roman 12 – Double Space – 1 inch margins)

Even though this project includes all the semester content and some of that will be seen just after the due date, it's important to study the text book, since all the implementation and the final presentation and report will depend on the creation of this plan. I will be available if you have any questions regarding the content or the plan itself.

Note: To prevent free riding, each member of the group will assess their team members' contributions to the project. Individuals can receive deductions if their team members indicate a lack of contribution. Peer evaluation instructions will be provided to you toward the end of the semester.

I have provided guidelines to help guide you through the project, but some parts have been left open an undefined on purpose to allow for your creativity and judgment (as most marketing problems in the real world).

IMPORTANT TIPS

- (1) You will learn new things about marketing in class every week. You will learn about consumer psychology, market segmentation, targeting and positioning, new product development, services as products, distribution channels, advertising, personal selling etc. Apply the marketing knowledge you learned in class to your project. This will help you develop a strong marketing plan, and will also give you a higher grade.
- (2) Stay focused in your writings and presentation. ONLY present directly relevant information in your papers and presentations.
- (3) Late submissions, without prior approval, will receive ZERO (even if it is only one minute late)

2. Digital Marketing Plan Final Presentation (paper due on DropBox on 12/12)

The final project presentation and report should include the relevant information collected and implemented (the final report should flow logically and smoothly, showing aspects of the Digital Marketing Plan. In addition, it should build on that information to develop a marketing strategy. Present your marketing strategies and, at the minimum, address the following issues. Make sure to include your rationale for each, again, based on your research:

- **Description of the Organization:** Here you must describe what the area is like and what kind of information is important to highlight and why.
- **Target Market:** Describe in detail how you segmented the market, and which target market you will be going after.
- **Implemented Campaign** (the strategies that you came up with and the ones you were able to implement).
- **Campaign Results** (actual outcomes against expected performance).
- **Future digital marketing initiatives** (the ones you had proposed on the plan and the ones you will keep).

3. Cases due on 09/19, 10/05, 10/24, and 12/05.

To be done in class. Further information will be given prior to those activities.

4. Attendance and participation points:

Your attendance and participation in this class is graded 0 through 50 at the end of the semester. Here's how the grade is determined:

Before our next class meeting, please let me know if you have needs to sit close/far, head on/to the side as I will designate group areas to facilitate group work and discussion. Select a seat you are comfortable in your group area that will be your seat for the remainder of the course. I will pass around a seating chart on which you will fill in the first name you prefer to be called as well as your give last name. I use this chart to take attendance and count the instances of positive and negative class contributions. Positive contributions are accrued through answering/asking questions. Negative contributions from class disruptions, which are unprofessional behaviors such as chatting with neighbors, sleeping, writing letters, reading the newspaper, working on material not relevant to the lecture, leaving your chair or class (whether you come back or not) with no prior warning to me, using a laptop or other electronic device, allowing cell phones or other devices to disturb class, etc.

- Regular commenting and no disruptions will result in an A on class participation
- Frequent comments with no disruptions B
- Infrequent comments and no disruptions C
- No comments and no disruptions D
- Disruptions without comments F

Attendance will be taken at the **end** of each class. Participation is the lifeblood of this class and you must be here in order to participate. You are allowed 4 excused absences (2 weeks), no questions asked. You do not need to notify me and the reason can be anything. After two absences, any unexcused absences will count significantly against your participation

and attendance grade. For an absence to be excused 1) I must be notified PRIOR to the occurrence and 2) it must be a documented life event.

5. Personal Learning Journal (First post due on 10/10, second post due on 11/14 and third post due on 12/14).

A Personal Learning Journal will be maintained throughout the semester as a place for discussions and in-class activities. Each student will post on DropBox, on each specific date, **300-400 words about their experience in BUS 333, relating what it was discussed to one practical example.**

6. Digital Alive Analysis (to be developed either individually or in groups of two students) - Due on 11/07

Each student selects a social media marketing campaign that includes multiple marketing inputs (e.g., TV, blog, Facebook, video, print ads and billboards or social media contests) of an organization. Your analysis will utilize the SERVAS Benchmarks to evaluate how well the organization did in accomplishing their goal, communicating to their target markets and gaining the action desired. Include recommendations for alternative approaches. You will be required to prepare your analysis for submission online.

7. Exams: (10/10; 11/14 and 12/21)

Exams will cover material from in-class discussions and assigned readings. Although classroom lectures will serve to highlight and reinforce key topics and issues, *they are not intended to replace your textbook*. It is critical that you read and comprehend all assigned materials prior to the corresponding exam session. Exam format will be discussed prior to each exam. Anyone caught cheating or using a cellular phone during an exam will be asked to leave and will receive a ZERO on that exam. MISSED EXAMS: Make-up exams will NOT be given without prior approval.

Classroom Conduct

Additionally, the classroom environment is a unique opportunity for students to share ideas, opinions, discuss classroom and course content. As each student is entitled to contribute in class, specific expectations are necessary to ensure a thriving classroom environment. Expectations include: dressing appropriately and muting your cell phones, as well as no loud shouting, excessive side conversations, arriving to class under the influence of any alcohol or drugs, profane language, verbal or physical threats, intimidation of any kind, or any other behavior that may be disruptive to the professor or other students. If any of this behavior is exhibited, you may be asked to leave the class for the day. Any continued disruptive behavior may result in a referral to the Dean of Students Office.

Safety Statement

I will immediately notify the authorities about any student who threatens or perpetrates psychological or physical harm to any person (including the student himself or herself).

Electronic Devices

Electronic devices (phones, tablets, laptops) are to be used for class work only; similarly, in an office meeting, employees might use smart phones to respond to important customers but not to text their friends. If a personal or work issue requires your attention during class time, you may step outside the classroom to respond.

Course Academic Standards

Cheating in any form, including plagiarism, will not be tolerated. **Any academic misconduct will result in a failing grade for the course.**

All written assignments are to follow the American Psychological Association (APA) style guidelines for documentation, grammar, spelling, and punctuation. Points will be deducted for those deviating from APA style. Use the *Publication Manual of The American Psychological Association* (6th ed.) for all writing projects you do for this class.

While completing your individual writing assignments, you may consult your books and notes and discuss ideas with your fellow students. The assignments are then to be written individually.

While completing your team assignments, you are to make your best effort at contributing towards the team's success.

Using D2L, you will be required to post a copy of some assignments to the anti-plagiarism web site turnitin.com

University Academic Standards

As noted by the Dean of Students website, UWS 14 is the chapter of the University of Wisconsin System Administrative code that regulates academic misconduct. UW-Stevens Point implements the rules defined in UWS 14 through our own “Academic Misconduct Campus Procedures.” UWS 14.03 defines academic misconduct as follows: Academic misconduct is an act in which a student:

- seeks to claim credit for the work or efforts of another without authorization or citation;
- uses unauthorized materials or fabricated data in any academic exercise;
- forges or falsifies academic documents or records;
- intentionally impedes or damages the academic work of others;
- engages in conduct aimed at making false representation of a student’s academic performance;
- assists other students in any of these acts.

Examples include but are not limited to: cutting and pasting text from the Web without quotation marks or proper citation; paraphrasing from the Web without crediting the source; using notes or a programmable calculator in an exam when such use is not allowed; using another person’s ideas, words, or research and presenting it as one’s own by not properly crediting the originator; stealing examinations or course materials; changing or creating data in a lab experiment; altering a transcript; signing another person’s name to an attendance sheet; hiding a book knowing that another student needs it to prepare an assignment; collaboration that is contrary to the stated rules of the course, or tampering with a lab experiment or computer program of another student.

Academic integrity is critical to maintaining fair and knowledge-based learning at UW-Stevens Point. Academic dishonesty is a serious violation: it undermines the bonds of trust and honesty between members of our academic community, degrades the value of your degree and defrauds those who may eventually depend upon your knowledge and integrity. Examples of academic misconduct include, but are not limited to: cheating on an examination (copying from another student’s paper, referring to materials on the exam other than those explicitly permitted, continuing to work on an exam after the time has expired, turning in an exam for re-grading after making changes to the exam), copying the homework of someone else, submitting for credit work done by someone else, stealing examinations or course materials, tampering with the grade records or with another student’s work, or knowingly and intentionally assisting another student in any of the above.

For further information on UWSP policy, please see Chapter 5, **Section 02**, Student Academic Disciplinary Procedures, in the online version of the University Handbook: <http://www.uwsp.edu/AcadAff/Handbook/CH5-6%2011-12.pdf>.

Reporting Misconduct

If you see incidents of misconduct, you should tell me about them, in which case I will take appropriate action and protect your identity. The School of Business & Economics will inform the Dean of Students as required, and additional sanctions may be applied. You could also choose to contact the Assistant Dean of Students (Shawn Wilson at swilson@uwsp.edu) and your identity will be kept confidential.

Your Growth: Be determined to improve. During in-class writing labs and as part of team presentations you will be providing and receiving a great deal of peer feedback. Your ability to openly and honestly deliver and receive feedback is essential to success in this class. If you embrace: a) listening to feedback, b) asking clarifying questions, and c) applying your colleague’s suggestions you will experience substantial growth over the semester.

COURSE SCHEDULE

<i>Date</i>	<i>Lecture Topic</i>	<i>Chapter(s) Due</i>
09/05	Class Welcome, Syllabus explanation	
09/07	Transforming from Traditional to Digital Values	1
09/12	A Digitally Challenged Enterprise	2
09/14	Drivers of Change	3
09/19	Case Study I	Case study to be done in class
09/21	Fundamentals of the New Marketing Normal	4
09/26	Managing the New Marketing Normal	5
09/28	Project Work Day	(Organization's name on D2L)
10/03	Integrated Digital Marketing	6
10/05	Case Study II	Case study to be done in class
10/10	EXAM I	Personal Learning Journal Post 1 Due on DropBox
10/12	Define and Establish	7
10/17	Convey and Promote	8
10/19	Connect and Convert	9
10/24	Project Work Day	
10/26	Case Study III	Case Study to be done in class
10/31	Measure and Refine	10 Halloween Costume extra credit
11/02	Digital Alignment	11
11/07	Presentation Final Project Part 1 – First day	Digital Marketing Plan Due on DropBox
11/09	Presentation Final Project Part 1 – Second day	

11/14	EXAM II	Personal Learning Journal Post 2 Due on DropBox
11/16	Project Work Day	
11/21	Structural integration	12 (NO CLASS – Online Assignment)
11/23	THANKSGIVING	
11/28	Evaluation and ROI	13 Digital Alive Analysis Due on DropBox (individually or in doubles)
11/30	Building Share Value	14
12/05	Case Study IV	Case Study to Be done in Class
12/07	Project Work Day	
12/12	Final Presentation – First Day	Final Paper Due on DropBox
12/14	Final Presentation – Second Day	Personal Learning Journal Post 3 Due on DropBox (Ugly Christmas Sweater Extra Credit)
12/21	Final Exam (Exam III)	ONLINE

RESPONSIBILITIES

Your Teaming: Show up for the teams you work with. For various projects, you will be organized into study teams. You will rely on your team members for help with both required course work and as an informal support network. Some class time will be made available for group work, but it will need to be supplemented by additional work together as a group outside of class. **Be sure that at least one member of your team is your study buddy. If you miss a class—this person is your FIRST POINT OF CONTACT for keeping on task and schedule.**

Your Academic Success: Budget your time, invest in yourself. This is a junior level class, requiring that your writing skills be at the near professional level. In addition, the class requires a substantial commitment of your time. If you are an average student aiming to earn an average grade in this class, you should budget an average of about six hours per week for this class, outside of class time. To do well in this class, you should be sure to allow enough time in your weekly schedule.

We will cover chapters from the text each week. You will be responsible for learning a substantial amount of the material on your own. How can you accomplish this?

- Study the week's readings before coming to class.
- Review your notes and the text after class.

- Work with a study partner or group.

Your Attendance: Participate consistently. Consistent attendance and class participation are crucial for doing well in this class. **You are expected to attend each scheduled class meeting, to be on time, and to be prepared for each session. If necessary, you may miss up to 4 class sessions without penalty. Definition “Class Session”: A class session is equivalent to 1 hour and 15 minutes.**

If you do miss a class, it will be your responsibility to get the notes and other information from another student. If a test, presentation or exam is scheduled for a day you are going to be absent, you must call or e-mail me in advance. **If you are ill, please do not come to class!**

Your Presence: Make our time together worthwhile. I expect everyone to act in a professional, courteous manner in the classroom and during your team interactions. We should feel that our classroom is a comfortable learning environment, free of unnecessary distractions. You can use devices in class to support this class.

Your Assignments: Be on time. Late assignments are only accepted up to 1 day past the assignment with a 15% penalty. I am often willing to negotiate deadline extensions if you ask before an assignment due date. Be sure to notify me by phone or email ahead of time if you need to miss class during a scheduled test, presentation or exam.

Your Academic Honesty and Classroom Expectations: Do not cheat or cut academic corners. This course is part of the UW-Stevens Point academic community, an academic community that is bound together by the traditions and practice of scholarship. Honest intellectual work – on examinations and written assignments is essential to the success of this community of scholars. Using classmates’ responses to answer exam questions, or disguising words written by others as your own undermines the trust and respect on which our course depends.

The work in this course is challenging and will demand a good deal of each of you. I have every confidence that each of you can succeed. Doing your own work will enhance your sense of accomplishment when the semester comes to a close. **As a general rule, all assignments should represent your original thinking and writing and any deviations from this must be properly cited.**

5. MISCELLANEOUS

ADA: If you need accommodations or services to achieve course objectives, please see me and/or contact the Disability Services Office (346-3365) as soon as possible.

Make-Up Work:

Tests will be conducted on the dates indicated in the syllabus. If you are ill or cannot attend an exam, I must be contacted prior to class to request accommodation. Requests not made at least 1 hour prior to the start of class will not be granted. In-class exercises including case discussions and competition workshops cannot be made-up.

Students with Disabilities:

Students with disabilities are encouraged to contact the instructor for a confidential discussion of their individual needs for academic accommodation.

D2L (Desire to Learn):

Lecture presentations and other course materials will be distributed via the course D2L page. Be sure to frequently check announcements and changes. It is your responsibility to download or print any documents that will be used in class. I will utilize D2L to communicate important course information. Finally, use the ‘Dropbox’ feature for electronic submissions. **ASSIGNMENTS VIA EMAIL WILL NOT BE ACCEPTED.**

Attention:

Inappropriate behavior during class distracts your instructor and classmates, thus is unacceptable. You may be dismissed from class if your behavior disrupts classroom activities. Turn off your cell phones, as well as other noise making devices (e.g. pagers, watch alarms) before entering the classroom. The use of laptops in-class will only be permitted per request; otherwise do not use these devices during lectures.