Commerce 4MH3
Digital Marketing
Fall 2023 Course Outline

Marketing Area
DeGroote School of Business
McMaster University

INSTRUCTOR AND CONTACT INFORMATION

Section 2
Thursday 11:30 – 14:20

Oz Kamaci
kamacio@mcmaster.ca
Professor

Office Hours: by appointment.

Syed Mohammad Ali Shah
shahs77@mcmaster.ca
Teaching Assistant

Office Hours: by appointment.

Course website: Avenue to Learn (A2L): for lecture slides and readings, assignment submission.
TopHat (course code: **776602**): for in-class quizzes.
HBP course package: for case discussion.

COURSE ELEMENTS

Credit Value:	3	Leadership:	Yes	IT skills:	No	Global view:	Yes
A2L:	Yes	Ethics:	No	Numeracy:	Yes	Written skills:	Yes
Participation:	Yes	Innovation:	Yes	Group work:	Yes	Oral skills:	Yes
Evidence-based:	Yes	Experiential:	Yes	Final Exam:	No	Guest speaker(s):	Yes

COURSE INFORMATION

Lectures: 3hr x1/week

Tutorials: N/A

Course Delivery Mode: In-person

Course Description: Class sessions will consist of a combination of lectures, case discussions, projects, and guest talks. Students should finish assigned readings, participate in class discussions, and complete individual and group assignments and projects. It is a highly experiential learning course. Students are expected to spend substantial time on the course projects, apply e-marketing strategies and **self-study** fundamental digital marketing operations in the projects. Participation and contribution are valued in the course. The lectures/discussions are designed to strengthen and expand on, but not to substitute for, the learning through the assigned homework.

MEETING DETAILS

C02: Meets from 11:30 a.m. to 2:20 p.m. every Thursday.

Punctuality is the sign of a true professional and shows self-discipline and respect for others. Please make whatever arrangements are necessary to begin work at 11:30 a.m.

IMPORTANT LINKS

- Mosaic
- Avenue to Learn
- Student Accessibility Services - Accommodations
- McMaster University Library

COURSE LEARNING OUTCOMES

---

1. To Learn the basic e-marketing concepts, principles, and business models.
2. To Develop basic skills in digital marketing.
3. To Understand cutting-edge digital marketing strategies.

COURSE LEARNING GOALS

This course introduces emerging digital marketing strategies. The purpose of this course is to help students build a fundamental understanding of some popular digital marketing strategies and gain basic skills for adopting those strategies. The course will also introduce cutting-edge digital marketing business models and help students to develop their own understandings of these models.

REQUIRED MATERIALS AND TEXTS

- *Lecture slides, reading materials, and assignments are provided on Avenue to Learn (A2L)*
- *Business cases are provided on the [HBP](https://hbsp.harvard.edu/import/1089933) https://hbsp.harvard.edu/import/1089933.*

CLASS FORMAT

In-Person

This is an in-person 3-hour course. The three hours will consist of rapid problem-solving, mini lecture l discussion, and more in-depth applied exercises (not necessarily always in this order). There will be a way through at a convenient time based on what we are working on. Please use this time to take care needs of various kinds.

Course Evaluation

In this course, learning results from in-class lectures and discussions, as well as out-of-class readings, assignments, and a field project. All work will be evaluated on an individual basis except in some instances where group work is expected. In these cases, group members will share the same grade adjusted by peer evaluation. The final grade will be calculated as follows:

GRADE COMPONENT	WEIGHT	DESCRIPTION
Class participation	**10%**	Class Participation
Quizzes	**15%**	In-class
Individual Assignments	**25%**	
Digital marketing project	**50%**	20% Website Analysis Report 30% Digital promotion + 10% bonus

Grade Conversion

At the end of the course, your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme:

LETTER GRADE	PERCENT	POINTS
A+	90-100	12
A	85-89	11
A-	80-84	10
B+	75-79	9
B	70-74	8
B-	60-69	7
F	00-59	0

COURSE DELIVERABLES

LEARNING ACTIVITIES	DELIVERY	DESCRIPTION	TOOL(S)
Readings	Asynchronous	Content of assigned readings may be discussed in classes	Available on A2L
Lectures	In-person	Live in-person lectures	TopHat
Quizzes	In-person	Conducted in classes	TopHat or in paper
Case Discussions	In-person	Students should read the case carefully before the class discussion.	Harvard Business Courseware
Guest Talks	In-person or through Zoom	Guest talks by industry experts on specific digital marketing topics	In-person or Zoom
Assignments	Asynchronous	Individual and group assignments	Submitted to A2L
Presentation	In-person	All group members should participate in the group presentation	In-person
Project Reports	Asynchronous	Students will work in a group to help a business client to improve its digital marketing performance.	At each group's discretion

A. Class Participation (10%)

You are encouraged to raise questions and present your own views and insights during lectures. In case discussions, comments and further discussion on classmates' opinions will be appreciated. Your class marks are based on your participation and contribution to class communication. The teaching assistant will evaluate your performance in each class and will calculate an overall participation mark by the end of the semester. If you are concerned about your participation mark before then, feel free to check with her about your historical performance.

B. Quizzes (15%)

In-class quizzes on important e-marketing concepts and principles will be held in the same class in which the concepts and principles have been taught. The quiz questions are either multiple-choice questions or short-answer questions.

C. Individual Assignments (25%)

There will be about seven assignments that you are required to complete individually after classes, including case preparation questions and practical questions on digital marketing principles. The assignments will be posted on Avenue to Learn. The default due time of an assignment is midnight before the following class if not specified.

D. Digital Marketing Project: (50%)

Several business clients have committed to collaborate in this course. Students will work in a group for an assigned client to improve its digital marketing performance. Each client will work with several groups. The project is composed of two tasks: 1) to complete a web analysis report to help the client to refine its website; 2) to design (and maybe implement) a two-week digital promotion campaign for the client.

Web analysis report (20%): The client will explain its business and provide access to its Google Analytics account. Students will analyze the website's main objectives, functions, and target users; evaluate the website's strengths and weaknesses from several perspectives, including navigation structure, page layout, contents, and search engine optimization; and offer suggestions to improve the website. Make sure to use Google Analytics data to justify your analyses and recommendations. A detailed format/structure requirement of the report will be provided separately. The report will be due on **October 6th at midnight**.

Digital promotion plan (30%+10% bonus): Students will work with the client to design a two-week digital promotion campaign. The client will explain its expectation/needs of the campaign, commit a budget, and provide data on its historical digital advertising activities. Based on the information, you should develop an implementation plan for the promotion campaign, including identifying quantitative objectives and metrics of the campaign, choosing the proper advertising channel(s), and specifying detailed operations (e.g., keywords/audience selection, bidding and daily budget settings, key features of advertisements, etc.) If the client also considers using its social media accounts in the promotion, you should provide a content calendar for its organic social media activities.

You will present your plan in the class on **November 9th** and will submit a report by **November 10th at midnight**. A detailed format/structure requirement of the report will be provided separately. The client will select one group and execute its plan from November 20th to December 3rd. The selected group will report the implementation outcome on **December 7th**. The selected group will win bonus points which depend on the implementation outcome of the promotion campaign. Basically, up to 3 points for helping the client to implement the campaign, up to 4 points if the campaign reaches the client's initial goal(s), and up to 3 points if the campaign performs better than the client's expectation.

Group Work: Each group will consist of four to five students (exceptions may be made by the professor given the class enrollment).

- Group Sign-up Form: Please complete the Group Sign-up Form (the last page of the course outline) and hand in it at the second class (**September 14th**)
- Peer Evaluation: Peer evaluation will be used to assess each group member's work. An optional peer evaluation form is provided on the second last page of the course outline. A group needs to submit it only if the distribution is not equal. The evaluation form will be effective only if all the group members sign it or send a confirmation using their McMaster email accounts. (If you fail to do so, I will assign your evaluation marks at my discretion based on information at my disposal.) A peer evaluation form should be submitted by **December 8th midnight.**
  The result of this process is a true reflection of each group member's contribution to the project. Students are expected to resolve any residual conflict using the principle of fairness. Some members (i.e., those that contribute the most to the process) may find that their overall grades will go up as a result of the peer evaluation. Others may find that their overall project grades will go down. I highly recommend that you discuss this reward system during the first group meeting.

LATE ASSIGNMENTS

In-class work cannot be submitted after the class is over. Make sure you upload/hand-in any papers, worksheets, and so on before you leave the classroom.

COMMUNICATION AND FEEDBACK

Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants. All students must receive feedback regarding their progress prior to the final date by which a student may cancel the course without failure by default.

   For Level 1 and Level 2 courses, this feedback must equal a minimum of 20% of the final grade.
   For Level 3 courses and above, this feedback must equal a minimum of 10% of the final grade.

Instructors may solicit feedback via an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar "Requests for Relief for Missed Academic Term Work" and the link below;

    http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/

COURSE MODIFICATION

From time to time there may be a need to remove/add topics or to change the schedule or the delivery format. If these are necessary, you will be given as much advance notice as possible.

GENERATIVE AI

SOME USE PERMITTED

Students may freely use generative AI in this course so long as the use of generative AI is referenced and cited following citation instructions given in the syllabus. Use of generative AI outside assessment guidelines or without citation will constitute academic dishonesty. It is the student's responsibility to be clear on the expectations for citation and reference and to do so appropriately.

ACADEMIC INTEGRITY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. **It is your responsibility to understand what constitutes academic dishonesty.**

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: "Grade of F assigned for academic dishonesty"), and/or suspension or expulsion from the university. For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](#).

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

AUTHENTICITY/PLAGIARISM DETECTION

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. Avenue to Learn, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software. **All submitted work is subject to normal verification that standards of academic integrity have been upheld** (e.g., on-line search, other software, etc.). For more details about McMaster's use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

COURSES WITH AN ON-LINE ELEMENT

Some courses may use on-line elements (e.g. e-mail, Avenue to Learn, LearnLink, web pages, capa, Moodle, ThinkingCap, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

ONLINE PROCTORING

Some courses may use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins.

CONDUCT EXPECTATIONS

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the Code of Student Rights & Responsibilities (the "Code"). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online.**

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students' access to these platforms.

ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES

Students with disabilities who require academic accommodation must contact Student Accessibility Services (SAS) at 905-525-9140 ext. 28652 or sas@mcmaster.ca to make arrangements with a Program Coordinator. For further information, consult McMaster University's Academic Accommodation of Students with Disabilities policy.

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the RISO policy. Students should submit their request to their Faculty Office *normally within 10 working days* of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

COPYRIGHT AND RECORDING

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

EXTREME CIRCUMSTANCES

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, Avenue to Learn and/or McMaster email.

ACKNOWLEDGEMENT OF COURSE POLICIES

Your enrolment in Commerce 4MH3 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

COURSE SCHEDULE

Commerce 4MH3 Digital Marketing Fall 2023 Course Schedule

Dates	Schedule	
Sept. 7th	Introduction	
Group Sign-up form due at class on Sept. 14th		
Sept. 14th	Web Design and Web Analytics *Digital Marketing Project: Meeting with clients for the web analysis project*	Assignment (3%)
Sept. 21st	Google Analytics Search Engine Optimization	Assignment (3%)
Sept. 28th	Search Engine Advertising	Assignment (5%)
Oct. 5th	Search Engine Advertising *Case: GiveIndia*	Assignment (5%)
The website analysis report will be due at midnight Friday, Oct. 6th		
Oct. 12th	Mid-term recess	
Oct. 19th	Social Media Marketing *Digital Marketing Project: Meeting with clients for the digital promotion project*	
Oct. 26th	Organic Social Media Marketing vs. Social Media Advertising	Assignment (2%)
Nov. 2nd	*Case: Molson Canada*	
Nov. 9th	*Digital Marketing Project: Presentations on digital promotion campaigns*	
The digital promotion plan report will be due at midnight Friday, Nov. 10th		
Nov. 16th	Email Marketing Online Customer Relationship Management	Assignment (2%)
The selected digital promotion plan will be implemented from Nov. 20th to Dec. 3rd		
Nov. 23rd	Digital Transformation and E-tailing *Case: CDK digital marketing*	Assignment (5%)
Nov. 30th	Digital Marketing Analysis *Case: Rocket Fuel*	
Report and feedback on campaign implementations due on Thursday, Dec 7th		
Peer evaluation form(optional) due on midnight Friday, Dec.8th		

APPENDIX

4MH3 E-Marketing Group Evaluation Form

Instructions:

1.   Please assign each person in your group an amount of money which represents each individual's contribution to the project and the assignment. You may each wish to complete a form individually and then share these forms at a group meeting but only ONE FORM is to be submitted for each group and it must be signed by all group members.

2.   Your total budget to distribute among the people in your group is $600 * (the number of people in your group). For example, if there are 5 people in your group, then pretend that you have $600 * 5 = $3,000 to pay to the group.

3.   If everyone contributed equally, then pay each person $600.

4.   Adjust the fee according to your honest personal assessment of the value of each person's contribution. In our example, the fee could be as low as $0 or as high as $3,000.

5.   The factor arrived at for each team member as a result of the peer evaluation will be applied to the group work in this course.

6.   TREAT THIS EVALUATION SERIOUSLY.

7.   MAKE SURE THAT THE FEES PAID ADD TO $600 * GROUP SIZE.

Group Name: _____

GROUP MEMBER	SIGNATURE	FEE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

4MH3 E-Marketing Group Sign-Up Form

Group Name:

| Student Name | Student ID | Email Address |

1._____

2._____

3._____

4._____

5._____