

**Commerce 4MH3
Digital Marketing
Winter 2024 Course Outline**

**Marketing Area
DeGroot School of Business
McMaster University**

COURSE OBJECTIVE

This course provides an introduction to 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.

INSTRUCTOR AND CONTACT INFORMATION

Thursday 8:30 – 11:20

Dr. Ruhai Wu

wuruhai@mcmaster.ca

Professor

Office: DSB 214

Office Hours: After class or by appointment.

Tel: (905) 525-9140 x 23048

Lan Yu

Yul47@mcmaster.ca

Teaching Assistant

Office:

Office Hours: by appointment

Course website: Avenue to Learn (A2L): for lecture slides and readings, assignment submission
[TopHat](#) (course code: **513545**): 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 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 digital 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.

LEARNING OUTCOMES

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

- Lecture slides, reading materials, and assignments are provided on Avenue to Learn (A2L);
 - Business cases are provided on the <https://hbsp.harvard.edu/import/1118513> .
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COURSE OVERVIEW AND ASSESSMENT

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:

Components and Weights

A.	Class participation	10%
B.	Quizzes	15%
C.	Individual Assignments	25%
D.	Digital Marketing Project	50%
	• Website Audit Report	20%
	• Digital Promotion Presentation+Plan	30%
	• Digital promotion implementation (Bonus)	up to 10%
TOTAL:		100% + 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	LETTER GRADE	PERCENT
A+	90 - 100	C+	67 - 69
A	85 - 89	C	63 - 66
A-	80 - 84	C-	60 - 62
B+	77 - 79	D+	57 - 59
B	73 - 76	D	53 - 56
B-	70 - 72	D-	50 - 52
		F	00 - 49

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. Most in-class quizzes will be held on TopHat. Please register on TopHat (<https://tophat.com/>) and enrolled in the course Digital Marketing with course code **513545**.

C. Individual Assignments (25%)

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

D. Digital Marketing Project: (50%)

Several business partners 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 audit report to help the partner company to refine its website; 2) to design (and maybe implement) a two-week digital promotion campaign for the partner.

Web audit report (20%): The business partner 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 **Wednesday, February 14th at midnight**.

Digital promotion plan (30%+10% bonus): Students will work with the partner company to design a two-week digital promotion campaign. The partner 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.)

Student groups will submit a written plan to Avenue to Learn by **March 13th** and will present the plan to the business partners between **March 14th to 17th**. A detailed format/structure requirement of the written plan will be provided separately.

Each partner company will select one group's plan and will execute it for two weeks. The ad campaign should start by **March 28th**.

The selected group will work with the business partner to set up and manage the ad campaign. It is expected to take the group a substantial time and effort. The selected group will track the campaign performance and will present the outcome and relevant experience/lessons to the professor between April 10th and April 25th. The students who participate in the implementation process will gain bonus points which depend on the campaign outcome. Basically, up to 4 points for helping the partner to implement the campaign, up to 3 points if the campaign reaches the partner's initial goal(s), and up to 3 points if the campaign performs better than the partner'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 (**January 18th**)
- **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 **April 10th**.

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.

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 <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

UNRESTRICTED USE

Students may use generative AI throughout this course in whatever way enhances their learning; no special documentation or citation is required.

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](https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/), located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

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. A2L, 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. email, Avenue to Learn (A2L), web pages, TopHat, MS Teams, 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, A2L 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

Dates	Schedule	
Jan. 11 th	Introduction	
Group Sign-up form due at class on Jan. 18 th		
Jan. 18 th	Web Design and Web Analytics Google Analytics	Assignment (3%)
Jan. 25 th	<i>Digital Marketing Project: Meeting with clients for the web analysis project</i> Search Engine Optimization	Assignment (3%)
Feb. 1 st	Search Engine Advertising	Assignment (5%)
Feb. 8 th	<i>Guest Speaker: TBD</i> <i>Case: GiveIndia</i>	Assignment (5%)
The website audit report will be due at midnight Wednesday, Feb.14 th		
Feb. 15 th	Social Media Marketing <i>Digital Marketing Project: Meeting with clients for the digital promotion project</i>	
Feb. 22 nd	Mid-term recess	
Feb. 29 th	Organic Social Media Marketing vs. Social Media Advertising	Assignment (2%)
Mar. 7 th	<i>Case: Molson Canada</i> <i>Guest Speaker: TBD</i>	
The digital promotion plan will be due at midnight Wednesday, Mar. 13 th		
Mar.14 th	<i>Digital Marketing Project: Presentations on digital promotion campaigns</i>	
Mar.21 st	Email Marketing Online Customer Relationship Management	
The digital ad campaign will launch before Mar. 28 th for two weeks		
Mar. 28 th	Digital Transformation and E-tailing Digital Marketing Analysis	Assignment (5%)
Apr.4 th	<i>Case: Rocket Fuel</i> AI in Digital Marketing	
	<i>Digital Marketing Project: Presentations and feedback on campaign implementations</i>	
Peer evaluation form(optional) due at midnight of Wednesday, Apr.10 th The selected group will present the campaign outcome to the professor between		

IMPORTANT NOTE: The above schedule is to be considered tentative and can be changed by the professor during the semester. You will be informed through Avenue to Learn if such a change is made.

APPENDIX

4MH3 Digital 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 Digital Marketing Group Sign-Up Form

Group Name:

Student Name

Student ID

Email Address

1. _____

2. _____

3. _____

4. _____

5. _____