

PRELIMINARY SYLLABUS
February 19, 2017

MKT 398- Marketing and Technology Spring 2016-2017
Monday 5:45PM – 9:00PM
TBD, Loop

Instructor: Marianne Hewitt
e-mail: mhewitt@cdm.depaul.edu
Course Page: <http://d2l.depaul.edu>
Office Hours: Via Skype, phone or in person. By appointment.

Summary of Course:

This class is designed to provide students with an understanding of today’s digital marketing organization and the people, processes and technologies that make marketing a driver of profitable revenue growth and customer retention.

Marketing has become a key contributor to organizations achieving their business objectives. Digital transformation has changed the skills required for today’s marketers to effect that contribution.

Digital marketers must be skilled in one or more of the following: digital operations, social media, content marketing and data analysis. There are not enough digital marketers with these skills to satisfy today’s demands.

This class is an experiential learning forum that prepares students to be more effective contributors in today’s digital businesses by introducing the digital marketing paradigm in an omnichannel world.

10 Week Agenda

Week	Learning Module(s)
1	Digital marketing as a driver of profitable growth
2	Engagement marketing and Customer Experience Management
3	The digital marketing organization and alignment with sales and IT; The agile marketer
4	Marketing technologies: The Foundation
5	Campaign and Event Management; Testing
6	Lead Management and Content Marketing including video
7	Evolution of the Agency and Programmatic Ad Buying
8	Social Media, SEO, PPC and Mobile Marketing
9	Using data and analytics for competitive advantage
10	Skills needed for the digital marketer; Tying it all together

Prerequisites:

None

Learning Outcomes

Students will be able to:

- Provide an end-to-end view of the marketing function in a digital marketing world
- Provide an introduction to each of the major marketing technologies that empower end-to-end marketing processes
- Inform students about the breadth of technologies that power today's digital marketing organization in order for them to identify areas they would like to explore further and/or specialize.

Type of Instruction:

A combination of teaching methods will be used (lectures, videos, guest speakers, small group discussions, class exercises and use of marketing tools).

Course learning materials:

Readings will be from eBooks, white papers, articles, case studies and marketing publications (including marketing websites) from thought leaders and solution providers in the marketing technology space.

Hands on use of leading marketing technology solutions will be integrated into the assignments and lectures.

Grading:

ACTIVITY	POINTS	DETAILS
Class Participation*	20	2 points each week
Assignments	35 (3 short assignments)	Submitted by individual student
Midterm project	20	Submitted by individual student
Final project	25	Submitted by team
Total	100	

*Class participation (20 points)

Each week, points will be awarded for student engagement accordingly:

- 2 is awarded when a student exhibits above and beyond (relevant and timely) contributions to the success of the in class experience for all of us
- 1 is awarded when a student attends class and participates in the discussion.
- 0 is awarded if the student attends but is not engaged, is distracted, arrives late or leaves early.

Grading scale:

95 - 100 A

90 - 94 A-

88 - 89 B+

82 - 87 B

80 - 81 B-

78 - 79 C+

72 - 77 C

70 - 71 C-
65 - 69 D
0 - 64 F

Software:

The deliverables of this class should be produced using general-purpose tools such as Word, Excel, and PowerPoint. This software is available on lab machines or can be purchased here (<http://offices.depaul.edu/is/services/Software/Pages/Software-for-Personal-Computers.aspx>).

We will explore marketing technology tools and software that are available at no cost.

Attendance:

Students are expected to attend each class and to remain for the duration. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. The overall grade for participation drops one-third after any absence. **Three absences for any reason, whether excused or not, may constitute failure for the course.**

Incomplete and FX Grades:

Grades of Incomplete are given only in cases of medical emergency or other highly unusual emergency situations. Please note that University guidelines require that you must be earning a passing grade at the time you request an incomplete grade. You should have completed most of the course, with at most one or two major forms of evaluation missing. Incompletes revert to an F if they are not resolved within one quarter. DePaul policy also is that all incompletes must be requested by the student using an online form. See grading policies at <http://www.cdm.depaul.edu/Current%20Students/Pages/Grading-Policies.aspx>

Academic Integrity:

University policies on academic integrity will be strictly adhered to. Violations of academic integrity, including (but not limited to): cheating; plagiarism; fabrication of data; and complicity, are not tolerated. It is expected and understood you are familiar with DePaul's Academic Integrity Policy, at: <http://academicintegrity.depaul.edu/AcademicIntegrityPolicy.pdf>, which defines the terms used above and provides a complete statement about the rules. Consult the Academic Integrity website for further guidance: <http://academicintegrity.depaul.edu/>

Class Discussion:

Student participation in class discussions will be measured in two ways. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic. Participation allows the instructor to "hear" the student's voice when grading papers. Secondly, students will be called upon by the instructor to offer comments related to the reading assignments. Students must keep up with the reading to participate in class discussion.

Attitude:

A professional and academic attitude is expected throughout the course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise, a student may be asked to leave the classroom. The instructor will work with the Dean of Students Office to navigate such student issues.

Cell Phones/On Call/Laptops:

If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undistruptive manner. Out of respect to fell students and the instructor, texting is never allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course. Laptops must also be closed during class unless we are using software on your laptop as part of the class instruction.

School policies:

Changes to Syllabus

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

Section registration and attendance

CDM policy requires student to engage in the section in which they are registered. If a student is registered for the in class section, they must attend and complete assignments for the in class section. If a student is registered for an online section, they may not attend the class but must operate through COL and submit assignments required by online students.

Online Course Evaluations

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

Academic Integrity and Plagiarism

This course will be subject to the university's academic integrity policy. Academic integrity will be discussed during the first class. DePaul's Academic Integrity Policy can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor.

Academic Policies

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at <http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx>.

Students with Disabilities

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at:

Lewis Center 1420, 25 East Jackson Blvd.
Phone number: (312)362-8002
Fax: (312)362-6544

TTY: (773)325.7296