

Comm 425-101 Digital Marketing & Analytics

Spring 2022
Corboy 422
Mondays 7 – 9:30 p.m.

Professor: David Kamerer, PhD, APR
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Mobile: 316.214.3466 – text only, please
E-mail: dkamerer@luc.edu (best means of communication)
Zoom: <https://luc.zoom.us/my/dkamerer>
Office Hours: Tuesdays and Thursdays, 9 – 11 a.m.
 And by appointment (before class might work)

Text: *Digital Marketing Strategy, 2nd*, by Simon Kingsnorth
 Kogan Page Publishers

Important note: *Due to the spread of the Omicron variant of the COVID-19 virus, we will begin our semester with online instruction. We are tentatively returning to in-class instruction on Tuesday, February 1.*

Objectives

AUDIENCES - In this course we'll learn how to do measure online audiences, and then use that information to improve our performance. Our primary tool will be Google Analytics, the dominant analytics package, used by more than half of all websites and by more than 80 percent of all websites that use analytics.

You will use analytics for your own online publishing, and I will also give you access to the analytics for real-world companies, for whom you will act as a consultant.

We will learn about social analytics, social listening, competitive intelligence and other ways of measuring audience behavior. Some advanced concepts will be presented in lecture or from a guest lecture. It's becoming more difficult to gain access to proprietary company data, so in these cases we'll just have to talk about the tools, opportunities and principles they represent.

Clients

In the second half of the course you will be paired with a real-world client and do a marketing plan for it. The needs of each client will vary, so not all final reports will follow the same structure. The agreed-upon work will be negotiated between the professor and the student. Several students will be assigned to each client. You can discuss client work with other students working for the same client, but you will always write your reports as an individual.

You will complete regular assignments and receive feedback on them. You will then incorporate the feedback for a final, cumulative report to the client. This report will be graded on editing, appearance, and quality of your recommendations. My goal for this final report is to help you create a portfolio piece to help you advance in your professional career – and serve the client.

I am available: In addition to scheduled office hours I have wide availability to meet with you for any reason related to class. The best way to set a meeting is to email me with a topic and a couple of suggested times to meet. I will reply and confirm one of the times.

Academic Integrity: Academic integrity is the pursuit of scholarly activity in an open, honest, and responsible manner. Academic integrity is a guiding principle for all academic activity at Loyola University Chicago, and all members of the University community are expected to act in accordance with this principle.

Failing to meet the following academic integrity standards is a serious violation of personal honesty and the academic ideals that bind the University into a learning community. These standards apply to both individual and group assignments. Individuals working in a group may be held responsible if one of the group members has violated one or more of these standards:

1. Students may not plagiarize.
2. Students may not submit the same work for credit for more than one assignment (known as self-plagiarism).
3. Students may not fabricate data.
4. Students may not collude.
5. Students may not cheat.
6. Student may not facilitate academic misconduct.

Follow this link for more details about these standards, sanctions, and academic misconduct procedures:

(https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml)

Class Conduct: One important aspect of a Jesuit education is learning to respect the rights and opinions of others. Please respect others by (1) allowing all classmates the right to voice their opinions without fear of ridicule, and (2) not using profanity or making objectionable (including gendered, racial or ethnic) comments, especially comments directed at a classmate.

Sakai: All course materials will be located on Sakai which can be accessed at <https://sakai.luc.edu> Sakai is a web based learning management system. You will be able to access it from any computer connected to the internet. Instructional guides and video tutorials for using Sakai are available at: <http://www.luc.edu/itrs/sakai/sakai-student-tutorials.shtml>

Course content, including syllabi, PowerPoints, lectures, etc. will be available online. You should check Sakai often for announcements, assignments, and other course content.

Student Support Resources:

- ITS Service Desk: helpdesk@luc.edu 773-508-4487
- Library Subject Specialists: <http://libraries.luc.edu/specialists>
- Student Accessibility Center: sac@luc.edu
- Writing Center: <http://www.luc.edu/writing/>
- Ethics Hotline: <http://luc.edu/sglc/aboutus/> 855.603.6988

Email Messages: All email messages sent to students about this course will be sent to their Loyola email address. Students are expected to check their Loyola email address on a regular basis. You can access your web-based LUC email account at <https://outlook.luc.edu>.

Special Circumstances--Receiving Assistance: Students are urged to contact their instructors should they have questions concerning course materials and procedures. If you have any special circumstance that may have some impact on your course work, please let your instructors know so they can establish a plan for assignment completion. If you require assignment accommodations, please contact your instructors early in the semester so that arrangements can be made with Student Accessibility Center (SAC) (<http://www.luc.edu/sac/>).

Copyright: Copyright law was designed to give rights to the creators of written work, artistic work, computer programs and other creative materials. The Copyright Act requires that people who use or reference the work of others must follow a set of guidelines designed to protect authors' rights. Unfortunately, copyright law is complex and too often incomprehensible; that does not, however, excuse users from following the rules. The safest practice is to remember (1) to refrain from distributing works used in class (whether distributed by the professor or used for research); they are likely copyright protected and (2) that any research or creative work should be cited according to *[add the standards of*

your discipline, as MLA guidelines].

For LUC's copyright resources check online: <http://www.luc.edu/copyright>

Intellectual Property: All lectures, notes, PowerPoints and other instructional materials in this course are the intellectual property of the professor. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only and may not be distributed. Recognizing that your work, too, is your intellectual property, I will not share or distribute your work in any form without your written permission.

Recorded Synchronous Sessions: An online or blended course may use a software to record live, online class discussions. As a student in any class that holds synchronous sessions, your participation in live class discussions will likely be recorded. These recordings will be made available only to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. All recordings will become unavailable to students in the class when the Sakai course is unpublished (i.e. shortly after the course ends, per the Sakai administrative schedule: <https://www.luc.edu/its/itrs/sakai/administrativeschedule/>). Students who prefer to participate via audio only will be allowed to disable their video camera so only audio will be captured. Please discuss this option with your instructor.

The use of all video recordings will be in keeping with the University Privacy Statement shown below:

Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the instructor may be retained by the instructor only for individual use.

Grading:

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|-------------------|-----|
| Exams (20%) | |
| Exam 1 | 10% |
| Exam 2 (final) | 20% |
| Assignments (30%) | |
| Content | 05% |
| Analytics | 10% |
| SEO | 10% |
| Campaign | 05% |
| Client work | 30% |
| Discretionary/P/F | 10% |

Tentative Schedule:

| Date | Topic | Read | Do |
|--------------------|---|------------------------|--------------------------|
| Week 1 Jan. 17 | Introduction, expectations, the new media landscape – NO CLASS MEETING (MLK holiday), do readings and view lecture online at your convenience | Kingsnorth 2, 3, 4, 14 | |
| Week 2 Jan. 24 | Marketing fundamentals/the rise of content | Kingsnorth 1, 5, 6 | |
| Week 3 Jan. 31 | Strategic campaign planning | Kingsnorth 7 | Content assignment due |
| Week 4 Feb. 7 | Measurement; Google Analytics | Kingsnorth 19 | Campaign assignment due |
| Week 5 Feb. 14 | Tactics: organic search | Kingsnorth 8 | Analytics assignment due |
| Week 6 Feb. 21 | Organic search continues; paid search | Kingsnorth 9 | SEO assignment due |
| Week 7 Feb. 28 | Digital advertising <i>Exam 1 first half of class</i> | Kingsnorth 10 | |
| Week 8 Mar. 7 | SPRING BREAK <i>Let's be careful out there</i> | | |
| Week 9 Mar. 14 | Social media | Kingsnorth 11 | |
| Week 10 Mar. 21 | Paid social | | |

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| Week 11 Mar. 28 | Email/text marketing; CRM | Kingsnorth 12, 17 | Client audit due |
| Week 12 Apr. 4 | Business-to-business; lead generation | Kingsnorth 13 | |
| Week 13 Apr. 11 | Learning from our clients | Kingsnorth 20 | Client recommendations due |
| Week 14 Apr. 18 | Google Data Studio | | |
| Week 15 Apr. 25 | New technology/Artificial intelligence | | Full client report due |

Final exam: 7 – 9 p.m., Monday, May 2