

# Digital Marketing Fundamentals

## The University of Vermont

### PACE\_DM101 Syllabus

#### **Faculty: Erik Harbison, et al.**

This course is designed with one person acting as a Faculty lead—in this case Erik Harbison—with a team of subject matter experts and a supporting instructor. Erik and the supporting instructor will be consistently present throughout the course, while the subject matter expert instructors will each be present for one week.

Erik has been building teams, strategies, and solutions for 25 years in the advertising and digital marketing industries. He has held several leadership roles with award-winning agencies, such as Harmelin Media, Refinery Inc., 360i, and eBay Enterprise. Erik was also an instrumental partner in his search engine marketing agency, directMASS, which was acquired in 2005. And most recently, was the Chief Marketing Officer for leading email marketing platform, AWeber. Erik has led innovative social media and performance media campaigns for leading brands in the retail, CPG, finance, travel, and technology sectors. He now focuses on supporting marketing professionals at all levels as a career coach and mentor through his company The Marketing Help.

Contact Information: [erik.harbison@gmail.com](mailto:erik.harbison@gmail.com)

#### **Support Instructor: Chris Hill**

Chris's background is an eclectic one, as he has a background working in a number of different mediums - from magazine and radio to TV and film. But over the past six years, Chris has etched out a path in digital marketing that has taken on many forms. With experience leading social media marketing campaign initiatives and consulting with clients on their branding, Chris has been able to take each experience he's had and turn it into a holistic view of digital marketing. Now Chris consults with his clients in all matters of digital marketing, from website design and SEO to paid advertising. He currently leads the PPC team at BrightFire, as well as manages the company's own paid advertising portfolio. Chris's alter-ego is a father, husband, and avid sports

fan who still works from time to time in the production of sports broadcasts for TV. He's also a writer, with three published novels and a fourth underway.

Contact Information: [christopher.hill@uvm.edu](mailto:christopher.hill@uvm.edu)

**NOTE: For all course questions, please utilize Chris as your first contact, and he will escalate questions/issues to Erik or others as necessary.**

## Course Description

The marketing landscape has evolved significantly over the past decade. Brands and marketers need to consider alternative strategies and tactics in order to reach and connect with prospects and consumers. What worked a few years ago may not work now, or even a few months from now. Digital marketing has become a predominant component of many marketing mixes in recent years. It is now critical that multiple marketing channels and disciplines are leveraged together in order to remain relevant to the always on—always connected customer lifecycle.

This fully-online course will focus on introduction and insights to a breadth of core and emerging digital channels and disciplines. Students will learn the holistic value of Digital marketing through research and development of an actionable marketing plan. Understanding the interconnected value of these channels and disciplines will set you apart from other marketing professionals and guide your development as a digital marketing expert. You will leave the course with a fully-developed capstone project that you can add to your professional portfolio.

## Course Flow

Our week runs from Wednesday to Tuesday night. Materials for the new week will open on Sundays, in order to give students time to digest new learning before the Wednesday-night live sessions.

## Course Objectives

Upon completion of the course, students should be able to:

- Develop a digital marketing plan that will address common marketing challenges
- Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, and Marketing Analytics.
- Recognize key performance Indicators tied to any digital marketing plan

- Improve return on investment for any digital marketing plan
- Launch a new, or evolve an existing, career path in Digital Marketing

### Course Work

We estimate that the student will be engaged in 8-10 hours per week of course instruction. This will include a combination of readings, discussion boards, capstone work, etc.

### Synchronous Sessions

The class will meet online on Wednesday nights at 8PM EST for about an hour. Attendance is not required, but this is the best chance for you to interact with our instructors. Live sessions are held in MS Teams, and are all recorded. Check the Live Session Information link on the course menu for details.

During the first week only, we will have TWO live sessions: a course overview and capstone introduction on Monday evening, and an SEO session on Wednesday evening. Both will be recorded and posted in the course, so if you're unable to attend, you will have access to the recordings within 48 hours.

### Grading

This is a noncredit, certificate-based course. At its conclusion, all students who earn a 70% or greater, based on the criteria below, will receive a digital badge and certificate of completion.

Successful completion of this course will be determined by the following factors:

Final Capstone Project	60%
Discussions	20%
Quizzes	20%

### Discussion Boards

This discussion forum will be an important part of your learning experience. Most students find that participating in discussions helps not only with understanding the course content, but also increases the depth of learning and their ability to think critically. Here are some recommendations for posting on discussion boards:

- Keep your post focused on the topic, relating any class readings and materials from the current module in your post (as applicable).
- Proofread and review your response before hitting the Submit button.
- Participate regularly. Improve your learning by being an active and engaged student. Successful students follow and participate in the assigned discussions throughout the module, logging on at least three times per week while reading and participating in forums as assigned in the module.
- Post your original thoughts by Sunday to help develop discussion before the end of the week. Post your responses to peers by Tuesday.
- If you are unable to fully participate in a week, please contact your support instructor with any challenges or questions.

Each Discussion Board assignment is worth 10 points, and will be graded using the following rubric:

	<b>Mastery</b>	<b>Adept</b>	<b>Competent</b>	<b>Needs Improvement</b>
<b>Content of original post 60%</b>	<b>100%</b> responds to the assignment in depth, provides insight and application of the week's materials	<b>66%</b> responds to the assignment and provides examples of insight or application	<b>33%</b> responds to the assignment with little expansion, insight, or application	<b>0%</b> No Posts
<b>Content of additional posts 20%</b>	<b>100%</b> includes questions, offers critique, and fosters collaboration	<b>66%</b> offers constructive feedback but may not grow the conversation	<b>33%</b> are not substantive	<b>0%</b> No Posts
<b>Quantity 20%</b>	<b>100%</b> at least three posts within the timeframe (original plus 2 responses)	<b>66%</b> at least two posts within the timeframe (original plus 1 response)	<b>33%</b> at least one post within the timeframe (original)	<b>0%</b> No Posts

## Final Capstone Project

Students will create a marketing plan that focuses on a selected brand of their choosing. After determining their marketing objectives and strategies, students will leverage elements from at least three marketing channels examined in this course to develop their plan. Project details and deadlines are discussed in Module 1 materials.

## Course Schedule

Module	Week	Topics	Instructor
Introduction   Core Marketing Channels	Week 1a	<ul style="list-style-type: none"><li>● Overview of course program and final project</li><li>● Key trends and planning frameworks for the core digital marketing channels</li></ul>	Erik Harbison
Search Engine Optimization	Week 1b	<ul style="list-style-type: none"><li>● Fundamental principles of Search Engine Optimization (SEO)</li><li>● SEO optimization</li><li>● Future of SEO</li></ul>	Bill Rowland
<p><b><i>This week, there are two live sessions:</i></b></p> <ul style="list-style-type: none"><li>● <b><i>Monday: Intro to the Course</i></b><ul style="list-style-type: none"><li>● <b><i>Wednesday: SEO</i></b></li></ul></li></ul>			
Analytics	Week 2	<ul style="list-style-type: none"><li>● Analytics data types</li><li>● Google Analytics</li><li>● Basics of data analysis</li><li>● Developing analytics strategies</li></ul>	Krista Park
Social Marketing	Week 3	<ul style="list-style-type: none"><li>● Social media for marketing</li><li>● Paid, owned, and earned media</li><li>● Role of community management in social media marketing</li><li>● Best practices</li><li>● Tying social media marketing goals to business objectives</li></ul>	Tyler King

		<ul style="list-style-type: none"> <li>● Popular strategies and tactics</li> <li>● Measurement and analysis of social media strategies</li> </ul>	
Mobile Marketing	Week 4	<ul style="list-style-type: none"> <li>● Evolution of mobile marketing</li> <li>● Basic mobile technologies</li> <li>● Basic principles of design</li> <li>● How analytics, research, and validation impact decision-making</li> </ul>	Paul Campagna
Email Marketing	Week 5	<ul style="list-style-type: none"> <li>● Email and sending strategies</li> <li>● Maximizing email performance</li> <li>● Creating targeted email data lists</li> <li>● Identifying SMS strategies</li> </ul>	Liz Willits
Display Advertising	Week 6	<ul style="list-style-type: none"> <li>● Methods of targeting and buying display media</li> <li>● Success metrics</li> <li>● Pricing models and budgeting</li> <li>● Optimizing performance</li> </ul>	Aaron Levy
Paid Search	Week 7	<ul style="list-style-type: none"> <li>● Fundamentals and core components of Paid Search</li> <li>● Role of paid search in campaign hierarchies</li> <li>● Introduction to Google Adword: Adwords Study Guides</li> <li>● Insight on Adwords Auctions</li> <li>● Basics of quality score and its role within paid search</li> </ul>	Kim Jones
Final Project	Week 8	<ul style="list-style-type: none"> <li>● Create and deliver a 10-minute presentation that utilizes at least three of the above marketing strategies.</li> </ul>	Erik Harbison, Chris Hill

<p><i>Bonus Module: Careers in Digital Marketing</i></p>		<ul style="list-style-type: none"> <li>● <i>Developing and expanding professional networks</i></li> <li>● <i>How to get into careers in marketing</i></li> <li>● <i>What's your next step?</i></li> </ul>	<p><i>Erik Harbison</i></p>
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## Technical Requirements

In order to successfully participate and succeed in this course, students will need the following:

- An Internet connection that supports live session streaming
- Internet browser: Mozilla Firefox or Google Chrome are preferred. Internet Explorer is not recommended for this course.

## Student Learning Accommodations

In keeping with University policy, any student with a documented disability interested in utilizing ADA accommodations should contact Student Accessibility Services (SAS), the office of Disability Services on campus for students. SAS works with students and faculty in an interactive process to explore reasonable and appropriate accommodations, which are communicated to faculty in an accommodation letter. All students are strongly recommended to discuss with their faculty the accommodations they plan to use in each course. Faculty who receive Letters of Accommodation with Disability Related Flexible accommodations will need to fill out the Disability Related Flexibility Agreement. Any questions from faculty or students on the agreement should be directed to the SAS specialist who is indicated on the letter.

### Contact SAS:

A170 Living/Learning Center;

802-656-7753

[access@uvm.edu](mailto:access@uvm.edu)

[www.uvm.edu/access](http://www.uvm.edu/access)

## Important UVM Policies

## **Religious Holidays**

Students have the right to practice the religion of their choice. If you need to miss class to observe a religious holiday, please submit the dates of your absence to me in writing by the end of the second full week of classes. You will be permitted to make up work within a mutually agreed-upon time. <https://www.uvm.edu/registrar/religious-holidays>

## **Academic Integrity**

The policy addresses plagiarism, fabrication, collusion, and cheating.  
<https://www.uvm.edu/policies/student/acadintegrity.pdf>

## **Code of Student Conduct**

<http://www.uvm.edu/policies/student/studentcode.pdf>

## **FERPA Rights Disclosure**

The purpose of this policy is to communicate the rights of students regarding access to, and privacy of their student educational records as provided for in the Family Educational Rights and Privacy Act (FERPA) of 1974.

<http://catalogue.uvm.edu/undergraduate/academicinfo/ferparightsdisclosure/>

## **Promoting Health & Safety**

The University of Vermont's number one priority is to support a healthy and safe community:

### **Center for Health and Wellbeing**

<https://www.uvm.edu/health>

### **Counseling & Psychiatry Services (CAPS)**

Phone: (802) 656-3340

C.A.R.E. If you are concerned about a UVM community member or are concerned about a specific event, we encourage you to contact the Dean of Students Office (802-656-3380). If you would like to remain anonymous, you can report your concerns online by visiting the Dean of Students website at <https://www.uvm.edu/studentaffairs>