

Digital Marketing

MGMT-X 460.394

Reg #: 364567

Units: 4

Course Description:

The Internet, the digital revolution, and the move toward an information-based economy are dramatically changing business and the way products are marketed and sold. To be more successful in this “new marketing world”, business people need to understand what is changing and how to use the new tools to their optimal advantage. This course is for both veteran marketers who want to understand the new tools available through the Internet, and those who are comfortable with Internet applications and the digital world but want to learn the marketing fundamentals as they apply to the Internet.

Objectives:

This course looks at the new channels of marketing, advertising, and communication that make up social media and the Web, exploring how these tools fit into a company's traditional integrated marketing strategy.

Using case studies, real-world examples and and the Hubspot marketing platform, students explore how marketing professionals embrace established-and emerging- social networks, and leverage content across channels to create brand awareness and buzz.

Learn about the new kind of marketing methodology named Inbound Marketing or Pull marketing v. Push or disrupting Marketing.

Learn practical tips and techniques, as well as see the bigger picture, to help successfully utilize social media marketing for your own environment and purpose.

Internet access required to retrieve course materials. While in-depth knowledge of the social media marketplace is not required for this course, some familiarity with the digital ecosystem is recommended.

- Critically evaluate various established and emerging social media platforms, and determine their uses, limitations, challenges and drawbacks.
- Analyze how social has impacted marketing and branding for businesses, and how brands are built and enhanced via digital media.
- Understand KPIs associated with social media platforms and how to measure and evaluate the success of a digital campaign.
- Comprehend legal implications of doing pretty much anything online-and the limitations for businesses and major corporations.
- Understand the techniques and methods of Inbound Marketing.

Outcomes:

Expected Learning Outcomes:

- Evaluate specific marketing campaigns' use of social media and gain key takeaways for future projects.

- Successfully-and smartly-integrate social media into a marketing campaign
- Understand and use the methods of Inbound Marketing.

Materials:

Required Readings:

Inbound Marketing: Attract, Engage and Delight Customers

Online 2nd Edition by Brian Halligan & Dharmesh Shah, Pub: Wiley

ZMOT: Winning the Zero Moment of Truth

Pub: Google. <https://www.thinkwithgoogle.com/research-studies/2011-winning-zmot-ebook.html>

The Psychology of Persuasion (Revised Edition)

by Robert C. Cialdini, Ph.D Pub: Harper

Suggested Readings & Resources:

Inbound marketing is an incredibly fast-moving area of study. For that reason, it is suggested that you read and subscribe to several industry-leading blogs. This will be the most effective way to fully immerse yourself in the planning, creation and execution of Inbound marketing.

- HubSpot Inbound Marketing blog: <http://blog.hubspot.com/marketing>
- HubSpot Academy blog: <http://blog.hubspot.com/customers>
- MOZ blog: <http://moz.com/blog>
- Inbound.org: <https://inbound.org/>
- Unbounce blog: <http://unbounce.com/blog/>
- Litmus blog: <https://litmus.com/blog/>
- HelpScout blog: <http://www.helpscout.net/blog/>
- Optimizely blog: <http://blog.optimizely.com/>

Deliverables:

Class Participation:

- Throughout the week between classes, students will be asked to peruse industry news sites, blogs and, of course, social media networks to learn what's happening in the business.
- At the beginning of every class, students should be prepared to share one of the following (about an area that is relevant to the class):
 - Statistic, number or data point
 - Social media ad, campaign or promotion (must be different than the student's Social brand)
 - Industry or technological development
 - Social media fail

- Students will become deeply familiar with social media marketing and Inbound strategy and execution as we progress through the quarter. To help build a solid, real world foundation of the field, each student will choose a brand/product/service to monitor very closely over the quarter.

Homework Assignments:

- Ongoing homework based on assigned "Your Assigned/Picked" brand/company (e.g., SWOT analysis, class presentation of learnings, etc.)
- We will be using a trial version of Hubspot and several assignments will use Hubspot as part of the assignment
- 1-4 exams on reading, class presentations and/or industry developments

Final Project:

- Working in groups or alone, students will create a social media & Inbound marketing plan for a brand/product/service and present it to the class. Grading will be based on:
 - Originality/creativity/vision of campaign
 - Demonstrate and use of Inbound Marketing methods
 - Demonstrated understanding of social platforms and the unique challenges of each
- *Additional information on the final project will be provided after the halfway point of the quarter*

Evaluation:

For a passing grade a student must:

- Pass the free Hubspot Inbound Marketing Certification exam
- Have a complete LinkedIn Profile
- Complete their own Marketing Plan or have participated in the creation of a plan in a group

There will be at least one exam with the following grading scale:

A	90% - 100%
B	80% - 89%
C	70% - 79%
F	0% - <70%

All exams will be timed, but open book. All questions will be taken from class discussion and presentations and the reading and video material.

Marketing Plan Passing Grade Criteria:

- Contains all elements required
- Each element is complete
- Those elements necessary to be completed in Hubspot are present

Plus:

- Originality/creativity/vision of campaign
- Demonstrate and use of Inbound Marketing methods
- Demonstrated understanding of social platforms and the unique challenges of each

Please note that ALL COURSE GRADES ARE FINAL.

Criteria

The contents of the course Marketing Plan will be discussed in class. The class will decide on the essentials elements that must have part of the plan as well as any optional items.

Course Policies:

This class will employ many of the ideas outlined in the flipped classroom methodology. A flipped classroom is a type of blended learning where students consume instructional content (lectures, videos, reading) outside of the classroom and use in-class time to conduct classroom exercises and do activities that are traditionally assigned as homework.

Institutional Policies:

- **Student Conduct:** Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to dishonesty, such as cheating, multiple submission, plagiarism, or knowingly furnishing false information to the University; or theft or misuse of the intellectual property of others or violation of others' copyrights. Students are encouraged to familiarize themselves with policy provisions which proscribe these and other forms of misconduct.
- **Services for Students with Disabilities:** In accordance with the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services such as sign language interpreters, assistive listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation. Arrangements for auxiliary aids/services are available only through UCLA Extension's Service for Students with Disabilities Office.
- **Incompletes:** Your instructor may post the interim grade Incomplete/I if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation. If permitted, the Incomplete/I grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. Incomplete/I grades that remain unchanged after twelve weeks will lapse to F, NP or U. Receiving an I grade entitles you to submit

only the missing work your instructor has agreed to accept late, and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The Incomplete/I grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses.

- **All Grades are Final:** No change of grade may be made by anyone other than the instructor, and then, only to correct clerical errors. No term grade except Incomplete may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor of record communicating directly with personnel of Student and Alumni Services.
- **Sexual Harassment:** The University of California is committed to creating and maintaining a community where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of harassment, exploitation, or intimidation. Every member of the community should be aware that the University prohibits sexual harassment and sexual violence, and that such behavior violates both law and University policy. The University will respond promptly and effectively to reports of sexual harassment and sexual violence, and will take appropriate action to prevent, to correct, and when necessary, to discipline behavior that violates our policy. All Extension students and instructors who believe they have been sexually harassed are encouraged to contact the Department of Student and Alumni Services for complaint resolution.

About Your Online Course Materials:

Please note the following about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers, such as Safari, Firefox, or Chrome.
- Students are responsible for meeting the technical requirements of Canvas and familiarizing themselves with the Canvas Learning Management System.
- Students are responsible for keeping a copy of all assignments and work submitted, and to be aware of all assignments, due dates, and course guidelines.
- Students are encouraged to keep and/or download a local copy of their assignment files, as **access to the online environment of a specific course is limited to 30 days after the final course date**, as listed in the course catalog.
- If you need assistance downloading student materials from your course, please contact Canvas Support or the UCLA Extension Learning Support Team.

Campus Safety Escorts:

For students taking classes held on the UCLA campus and in and around Westwood Village, the UCLA Police Department provides a free walking escort service every day of the year from dusk until 1 a.m. Community Service Officers (CSOs) are available to walk students, faculty, staff members and visitors to and from anywhere on campus, in Westwood Village, and in the village apartments. CSOs are uniformed students who have received special training and are employed by the UCLA Police Department.

Schedule:

Assignments:

Each class will include 3 components:

- An exercise (or two) that can be conducted in class or assigned as homework
- The relevant section of the Inbound certification
- Additional reading that will provide detail and context on the week's topic

Session	Class Topic, Discussion, Exercise	Weekly Reading and assignments (for the next week)
1	<ul style="list-style-type: none"> - Introduction/expectations - Course overview. - Watch video: What is Inbound? - Brian Halligan (HubSpot CEO) presentation at Harvard Innovation Lab: What is Inbound Marketing 	<p>Watch the <i>Essentials of an Effective Inbound Strategy</i> videos (Inbound Certification)</p> <p>Read the "State of Inbound" report</p>
2	<p>Exercise: How to build an Inbound strategy in 24 hours</p>	<p>Inbound book Ch. 1 & 2</p> <p>Watch <i>Optimizing Your Website for Search Engines</i> videos</p> <p>Read: The beginner's guide to SEO</p> <p>Read: 17 SEO myths to leave behind in 2016</p> <p>Read: On-page SEO 101</p>

3	<p>Present: How search works by Google</p>	<p>Inbound Ch. 3 & 4</p> <p>Watch <i>Creating Content with a Purpose</i> videos</p> <p>Blog: How to create an unbeatable content marketing plan</p> <p>Blog: How to create exclusionary buyer personas</p> <p>Blog: How to create detailed buyer personas for your business</p>
4	<p>*Full Lesson Plan: An Introduction to Buyer Personas</p> <p>Exercise: Content planning template</p> <p>Resources: Free content planning templates (buyer personas, calendar, planning etc.)</p>	<p>Inbound Ch. 5 & 6</p> <p>Watch <i>The Fundamentals of Blogging</i> videos</p> <p>Inbound Ch. 7 & 8</p> <p>Watch the <i>Amplifying Your Content with Social Media</i> videos</p> <p>In-depth article: How to use social media at every stage of the funnel</p>
5	<p>Project: Blog topic ideas</p> <p>Exercise: Create a blog editorial calendar</p> <p>Exercise: How to come up with a year's worth of blog topics in an hour</p> <p>Exercise: Social Media Content Calendar</p> <p>Project: How to create a social publishing strategy</p>	<p>Inbound Ch. 9 & 10</p> <p>Watch <i>Enticing Clicks with Calls-to-Action</i> videos</p> <p>Blog: How do conversion paths work?</p> <p>Examples: 30 Call-To-Action buttons you can't help but click</p> <p>Blog: The 8 types of calls-to-action you need on your website</p>

6	<p>Resource: 50 customizable call-to-action templates</p> <p>Free Software: Hubspot Marketing Free</p>	<p>Inbound Ch. 11 & 12</p> <p>Watch <i>The Anatomy of a Landing Page</i> videos</p> <p>In-depth article: How to use Landing Pages for Business</p> <p>Examples: 16 examples of Landing Pages you need to see</p> <p>Theory: 23 Design Principles that boost conversion</p> <p>In-depth article: The Conversion Marketer's In-depth guide to landing page copywriting</p>
Middle of Term		
7	<p>Don't Make Me Think by Steve Krug</p>	<p>Inbound Ch. 13 & 14</p> <p>Watch the <i>Guiding the Next Step with Thank You Pages</i> videos</p> <p>Blog: Why Marketers should ditch thank you messages for Thank You Pages</p>
8	<p>Landing Pages and Thank You Pages</p>	<p>Inbound Ch. 15 & 16</p> <p>Watch <i>Sending The Right Email to the Right Person</i> videos Free Email Marketing Certification</p> <p>Blog: How to integrate email into the rest of your marketing</p> <p>In-depth article: The anatomy of a 5-star email</p> <p>Examples: Email Newsletter lookbook</p>

	<p>Exercise: Tips for writing compelling email copy</p> <p>Guide: The Inverted Pyramid-How to create focused emails that really convert</p> <p>Email - The Most Cost Effective Channel of Marketing</p>	<p>Inbound Ch. 17 & 18</p> <p>Watch <i>The Power of Smarketing</i> videos</p> <p>In-depth article: An introduction to closed-loop marketing</p> <p>Article: 62 Sales terms explained for Marketers</p>
9	<p>Exercise: Calculating lead goals for sales and marketing alignment</p>	<p>Watch the <i>Taking Your Sales Process Inbound</i> videos Free Inbound Sales Certification</p> <p>Article: Sales isn't about you</p> <p>Watch <i>The Pillars of Delight</i> videos</p> <p>Blog: 11 ways to give and get customer love</p> <p>Blog: 3 ways to delight your customers to earn their trust</p>
10	<p>Free software: HubSpot CRM</p> <p>Exercise: Social Prospecting workbook</p> <p>Delighting</p>	<p>Prepare Class Presentations and Inbound Marketing Plans</p>
11	<p>Class Presentations</p>	<p>Pass, Present, Turn-in</p>