COMM 213-202 Digital Foundations

Loyola University Chicago | School of Communication

Mondays, Wednesdays, and Fridays 9:30 am – 10:20 am (Central Time)
Online (ZOOM meetings)

INSTRUCTOR
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Virtual Office Hours using ZOOM: M & W 10:20 am – 11:00 am (Or by appointment)

Course Description
Digital has revolutionized interactions between organizations and stakeholders. An organization can better reach, attract, and interact with its stakeholders through various digital tools. In this course, students will be introduced to the broad array of digital marketing tools used to achieve business goals, including search engine optimization (SEO), online display advertising, email marketing, site optimization, social media, mobile marketing, and web analytics. Students will also learn the key differences between digital and non-digital marketing and the advantages and disadvantages of both. Topics include the critical metrics used to assess and improve digital marketing campaigns, including methodologies for tracking the impact of online channels such as website, paid search, organic search, and e-mail.
Prerequisites: COMM 175 or 201

Course Objectives
This course aims to provide an introduction to current techniques and analytic tools used in digital marketing; hands-on analyses with Google Analytics and social media analytics; and strategic application of analytics data. Students in this course will acquire a set of digital marketing skills that will help advance your future career. In particular, students will be equipped with necessary knowledge and skills to extract, analyze, organize, and present data in a manner that is useful for organizational decision making.

Course Materials

Crestodina, A. (2018). Content Chemistry: The Illustrated Handbook for Content Marketing. Orbit
        Media Studios, Inc. ISBN-10: 0988336499/ISBN-13: 978-0988336490
        * An electronic version of its 2014 edition is available at Lewis Library. Click Here.

Some of the course material will follow the text above, but it has little to say about how to analyze and interpret analytics data, or how to convert your knowledges from data analytics to digital marketing strategy. Much of the course content comes from various sources matched together. I will post my lectures and selected materials on the Sakai course site. If you have difficulty taking notes in class, are unable to attend a particular class, or wish to review a lecture at a later time, please check out the course site.

Course Requirements

Each element of the course requirements is stated below. Further instructions for each assignment will be given in class.

(*) extra credit opportunities

Type	Item	Points			%
	Online Portfolio Website				
Individual	a. Create a Personal Website			160	20%
	Website Development Brief	20	110		
	Technical Completeness	40			
	Content Quality	50			
	b. Curate Your Best Work	50	50		
	Digital Marketing Project				
	Digital Marketing Project				
Group	a. Digital Marketing Plan			320	40%
	Project Management	20	200		
	Identify Business Goals	20			
	Website Analysis	40			
	Data Analytics	60			
	Strategy Planning	60			
	* *project manager*	*20			
	b. Presentations				
	Interim Review	40	100		
	Final Presentation	60			
	* *presenter(s)*	*15			
	c. Peer Evaluations				
	Midterm review	10	20		
	Final review	10			
	Test & Quizzes				
Individual	a. Quiz (6 X 15 points)	90	240	240	30%
	b. Final	150			
	Professionalism				
Individual	a. Professional Courtesy	40	80	80	10%
	b. Participation	40			
	Total	**800 points**			**100%**
	***Digital Certificate(s) — extra credits**				
Individual	a. Hootsuite Certificates	20	40	40	5%
	b. Google Analytics Certificate	20			

A. Build Your Online Portfolio
At the end of the semester, you will have your online portfolio ready. The essence of an online portfolio is to show your future employers and clients what you can do through samples of work you've done in the past. The theme of your portfolio would depend on your own interests and specialties important to your career goals. Yet, for the purpose of this course, your skills and achievements on digital marketing — which will be acquired throughout the semester — should be well presented in it. This assignment consists of three (3) parts: creating a website that truly expresses your identity and uniqueness; showcasing your best work including a digital marketing plan; and highlighting your areas of expertise along with your digital certificate(s).

B. Digital Marketing Project
The current pandemic has struck a hard blow to our community. Customer behavior is changing dramatically in the face of COVID-19; companies are being pushed forward into realms that they were originally unfamiliar with. Top consulting firms, such as McKinsey and Deloitte, are envisioning that the increased need for digital transformation will continue—some, irreversibly. Indeed, digital adoption is no longer a choice for small businesses but essential to staying in business. Think about local businesses you care and look into their online marketing efforts thoroughly (e.g., website, mobile, email, social media, etc.). Are you satisfied with their current efforts? Do you find a problem or see the room for improvement? If so, it is a great opportunity for you to make a real difference in your community.

You will be working with a group of 3-4 students to develop a group project and presentation(s). Through this project, you will learn and experience how you can build a solid digital marketing strategy for an organization. The group project will be evaluated based on the following criteria: effective project management (based on a progress check), clear understanding of business goals, completion of data analyses, and quality of strategic plan. Your group will be asked to deliver a presentation two (2) times throughout the semester: interim review and the final presentation. Extra credits will be offered to the project manager and the presenter(s). Your contribution to the group project will be evaluated by your peers and will contribute to your final individual grade. The final product of your group project should be well presented in your online portfolio.

C. Test & Quizzes
There will be six (6) quizzes and final. The final exam will be cumulative and cover all course materials. You will be provided a study guide for the final.

D. Professionalism
It is our expectation that each of you will be respectful to your fellow classmates and instructor at all times. Display professional courtesy and respect in all interactions related to this class. A positive learning environment relies upon creating an atmosphere where diverse perspectives can be expressed. Each student is encouraged to take an active part in class discussions and activities. Honest and respectful dialogue is expected. Disagreement and challenging of ideas in a supportive and sensitive manner is encouraged. Hostility and disrespectful behaviors are not acceptable.

Attendance will be automatically taken based on the Usage Reports generated by Zoom. Attending class and not speaking has neither a positive nor a negative impact on your participation grade. To obtain maximum score on this component, always model the intern who is eager to earn an offer for a permanent job. Failing to attend group meetings, poor preparation, and detrimental participation may decrease your participation score.

Attendance at the designated group meetings with an instructor is essential. If you expect to miss any group meetings for any reason, advance notification is required for the instructor's approval, NOT after the fact. Absences for serious medical reasons will be excused if you provide appropriate documentation from the Student Health Center or your personal physician. Absences due to documented family emergencies will also be excused. Absences without any proper and advance notifications may affect your professionalism score.

E. Digital Certificates (extra credits)

Earning industry recognized certifications is one of the great ways to boost your portfolio. Digital certificate programs have increased in numbers substantially over the years, and it is a great way for you to look for these opportunities to stand out from others when applying for jobs and internships.

You have the opportunity to raise your final grade by up to 5 percent through getting following digital certificates: HootSuite Certificates and Google Analytics Certificate. To complete this assignment, you should pass the exams and post your certifications on your online portfolio website.

a. HootSuite Certificates

HootSuite is the most popular social media management system in the world and being used by 800+ of the Fortune 1000. HootSuite offers education and certifications for a variety of areas in social marketing through HootSuite Academy. As part of the Student Program, students can receive the Hootsuite Platform Certification ($99 value) and Social Marketing Certification ($199 value) for FREE. To earn all 20 points of extra credit, you need to complete these two certification programs. You can get your Hootsuite Academy coupon code by filling out online application to verify your participation. Note that the coupon code will be expired within 30 days after the code has been applied to your Academy account. HootSuite Certified Professionals are publicly listed on HootSuite's Certified Professionals directory.

b. Google Analytics Certificate

The Google Analytics exam is free to take. It's made up of 70 questions (which are randomly drawn from a larger library of questions) and you have 1-1.5 hours to sit the exam. Once you pass the exam, you will receive 20 points boost to your grade.

Grading

Grade Scale	Minimum %
A	93.0
A-	90.0
B+	87.0
B	83.0
B-	80.0
C+	77.0
C	73.0
C-	70.0
D+	67.0
D	63.0
D-	60.0
F	0.0

Policies

I treat this class as a professional setting. I encourage professional behavior as part of the class activities. Here are some tips: Always attend class, on time (be reliable – regardless of class mode); always do your best (work hard; be good at what you do); always reach out and contribute as best as you can (show hustle; work as part of a team). These attributes will help you succeed in your career as well as in life.

a. Makeup Test Policy

No tests may be made up without advance permission. If you get sick or face a personal emergency on the day of a test or quiz, you **MUST** send me an email in advance of the class or deadline (sending the email does not automatically extend your deadline). If you fail to do this, you should assume the test will not be made up or it will be downgraded.

b. Guidance on Late Submission

All assignments should be submitted in before the due dates. There should be no discretionary periods or periods of grace. Late work will be penalized one letter grade (3 percentage) per day. If the work is more than two days late, it will be graded at my discretion.

c. Re-grade

Re-grade requests must be submitted within 7 days from when the assignment/grade is returned. Along with the request, you must attach a letter explaining why you are requesting a re-grade. While I will consider the specific concerns cited in your letter, I will re-grade the entire assignment.

d. Incomplete

Incomplete class grades are only given for exceptional reasons.

Academic Integrity

Each student is expected to do his or her own work in the course. Allegations of academic misconduct will be forwarded immediately to the office of the Dean of the School of Communication for possible disciplinary action. Loyola regards academic dishonesty as an

extremely serious matter with consequences ranging from failure of the course to probation to expulsion.

Academic misconduct includes:
- Cheating on exams or aiding other students to cheat. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.
- Stealing the intellectual property of others and passing it off as your own work (this includes material found on the Internet). Software will be used to identify plagiarism.
- Failing to quote directly if you use someone else's words, and cite that particular work and author. If you paraphrase the ideas of another, credit the source with your citation. Please ask me if you have questions about what constitutes plagiarism and/or how to cite sources.
- For closed-book exams, academic misconduct includes conferring with other class members, copying or reading someone else's test, and using notes and materials without prior permission of the instructor.
- Turning in the same work for two classes.

Accommodations

Any student with a learning disability who needs accommodation during class sessions or exams should provide documentation from Student Accessibility Center to the instructor during the first week of class; this information will be treated in complete confidence. The instructor will accommodate students' needs in the best way possible, given the constraints of course content and processes. It is the responsibility of each student to plan in advance to meet their own needs and assignment due dates. Students are excused for recognized religious holidays. Please inform the instructor in advance if you have a conflict. Details are available at https://www.luc.edu/sac/.

Keeping in Touch

Get the most out of your professor! I am available to help you:
- During office hours
- During in-class meeting sessions
- By email
- By appointment

Email is the best means of communication to request an individual meeting or to consult any accommodation you might need. The reasons for meetings might be topic-driven so please provide a summary of the material you wish to discuss when we meet as part of your email request. When your send your emails to the professor, please use proper salutation for it, such as "Dear Professor Kim (instead of "Hi there" or "Hello"). Students' emails will be responded within three business days. Please be patient and allow at least one day in receiving response from the professor.

Recording Online Sessions
In this class software will be used to record live class discussions. As a student in this class, your participation in live class discussions will 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). 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.

Course Schedule

PLEASE NOTE:
The following schedule is subject to change. The instructor reserves the right to make changes in the course schedule and class assignments for the good of the class. Students should attend class, check their email and Sakai to make certain they are up-to-date with class activities and aware of any changes.

Week   Subjects, Readings & Assignments

Week 1   **Digital PR**
M   8/24   Course introduction
W   8/26   Understanding Digital and Digital PR
F   8/28   Assignment Guideline & Tips for Project Management

                                *Group Project — *Suggested Timeline*
                                Look for clients (3-4) and make an initial contact.

Week 2   **Take a Business Online**
M   8/31   All Starts with a Goal
W   9/2   Customer Behavior Online and Offline
F   9/4   Digital Marketing KPIs

                                In-Class
                                Create your Google Analytics account

                                Group Project
                                Secure a client & keep connected with your client
                                        - Set up a ZOOM meeting
                                        - Do basic search

Week 3   **Digital Strategy: Online Presence**   **Quiz 1**
M   9/7   Labor Day (No Classes)
W   9/9   How Websites Work
F   9/11   Build/Improve Your Online Presence

                                Online Portfolio
                                Start to think about your online portfolio website — 1 page brief

                                Group Project
                                Complete on your project timeline and R&R
                                Conduct website analysis
                                Secure access to Google Analytics

Week 4		**Digital Strategy: Attract Customers**	**Quiz 2**
M	9/14	Get Started with Search	
W	9/16	Make Search Work for you	
F	9/18	Make Sure Customers Find You Online	

In-Class
Create google analytics account

Group Project
Complete website analysis
Secure access to Google Analytics & review their account

Week 5		**Digital Strategy: Provide Better Online Experiences**	**Quiz 3**
M	9/21	Understand Your Web Users: Web Analytics	
W	9/22	Google Analytics	
F	9/24	Turn Data into Insight	

Group Project
Deep dive into Google Analytics

Week 6		**1:1 Meeting — Progress Check**
M	9/28	Group Meetings
W	9/30	Group Meetings
F	10/2	Project Day (meetings available upon request)

Group Project
Prepare a presentation
          - Business Overview; Website Analysis; Google Analytics

Week 7		**Interim Report**
M	10/5	Project Day (meetings available upon request)
W	10/7	Presentations
F	10/9	Presentations

Group Project
Peer evaluation I
Secure social media access

Extra Credit
Google Analytics Certificate Due

Week 8		**Digital Strategy: Content Marketing**	**Quiz 4**
M	10/12	How content marketing help you grow	
W	10/14	Best practices	
F	10/16	Project Day (meetings available upon request)	

Group Project
Review their content strategy

Week 9		**Digital Strategy: Build Better Relationships**	
M	10/19	Social Media Planning	
W	10/21	Social Media Analytics	
F	10/23	Project Day (meetings available upon request)	

Group Project
Conduct social media analytics

Week 10		**Digital Strategy: Enhance Connectivity**	**Quiz 5**
M	10/26	Understanding Mobile	
W	10/28	Mobile Optimization	
F	10/30	Project Day (meetings available upon request)	

Group Project
Review their mobile experience (if any)
Strategic Planning

Week 11		**Build a Digital Marketing Plan**	
M	11/2	Moving from Analytics to Strategy	
W	11/4	Things to be included in your plan	
F	11/6	Project Day	

Group Project
Synthesize all analyses
Ideation

Week 12		**1:1 Meeting — Progress Check**	**Quiz 6**
M	11/9	Group Meetings	
W	11/11	Group Meetings	
F	11/13	Project Day	

Extra Credit
HootSuite Certificates Due

Week 13   **Final Presentations**
M   11/16   Presentations
W   11/18   Presentations
F   11/20   Deadline: Digital Marketing Plan Report

Week 14   **Thanksgiving Break**
11/23 — 11/27   No Classes

Week 15   **Dive into the Global Market**
M   11/30   Online Global Market
                     Study Guide
W   12/2   Class Wrap-Up
F   12/4   Deadline: Online Portfolio Website

Week 16   **Final Week**
M   12/7   Exam (Sakai)

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