THE UNIVERSITY OF ARIZONA

Marketing 531

Digital Marketing

Fall 2021

Time: 8:00 – 9:15am Tuesdays and Thursdays

Location: McClelland Hall, 129 (In Person)

Instructor and Contact Information

Professor: Dr. Caleb Warren

Office: 320N

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Office Hours: By appointment (on zoom or in McClelland 320N)

Teaching assistant: Pete Zhou (petezhou@email.arizona.edu)

Course Website: d2l.arizona.edu

Required Certifications

Instead of completing traditional exams, you will be required to complete a series of free online lessons and certifications.

Google Analytics for Beginners

- https://analytics.google.com/analytics/academy/
- Takes approximately 3 to 6 hours

Hubspot Content Marketing

- https://academy.hubspot.com/courses/content-marketing
- Takes approximately 5 to 8 hours

Google Search Ads Certification

- https://landing.google.com/academyforads/#?modal_active=none
- More info here: https://adespresso.com/blog/google-ads-certification-guide/
- Takes approximately 2 to 3 hours

Google Display Ads Certification

- https://landing.google.com/academyforads/#?modal_active=none
- More info here: https://adespresso.com/blog/google-ads-certification-guide/
- Takes approximately 2 to 3 hours

Hubspot Social Media Marketing Certification

- https://academy.hubspot.com/courses/social-media
- Takes approximately 5 to 8 hours

Required Readings

Online articles

"A Step-By-Step Guide to Structuring a Digital Marketing Plan": https://www.wearemarketing.com/blog/a-step-by-step-guide-to-structuring-a-digital-marketing-plan.html

"Social Media Marketing Strategy: A Modern No-Nonsense Guide": https://www.socialmediaexaminer.com/social-media-marketing-strategy-modern-no-nonsense-guide/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek30-nldaily-nlwed&omhide=true

"6 Components of a Successful Digital Marketing Audit: https://www.socialmediaexplorer.com/content-sections/tools-and-tips/6-components-of-a-successful-digital-marketing-audit/

"How to Conduct a Social Media Audit: https://www.socialmediaexaminer.com/how-to-conduct-social-media-audit/?awt_l=7YT.U&awt_m=3ZtMhhmlS6r.ILT&utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New&omhide=true

"10 Key Steps To Building A Great Small Business Website" https://www.forbes.com/sites/allbusiness/2019/05/25/small-business-website-tips/#1936d26821ad

"Beginner's Guide to SEO": https://moz.com/beginners-guide-to-seo/why-search-engine-marketing-is-necessary

"A Beginner's Guide to Successful Email Marketing": https://neilpatel.com/blog/beginners-guide-email-marketing/

Description of Course

The proliferation of the internet, mobile, and other digital technologies has changed the nature of the marketplace and offered new opportunities for both consumers and marketers. This class will give you the theoretical understanding of the internet marketplace necessary to adapt to its many changes, while also equipping you with the practical skills you'll need to implement an effective digital marketing strategy. By the end of the course, you will be able to walk into any company with an online presence and improve their use of the internet.

Learning Outcomes

The course will help familiarize students with the following topics:

Digital Marketing Strategy – Understand how to construct and implement a strategic digital marketing plan.

Website Development – Understand the elements of an effective website and how to design websites that attract visitors and convert customers.

Web Analytics – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an eCommerce website based on the conversion funnel.

Search Engine Optimization – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.

Search Engine Marketing – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign's conversion rates.

Online Advertising – Understand the various methods of online display advertising. Create an online display ad campaign and measures its ROAS (return on ad spend).

Email Marketing **–** Understand and implement best practices in marketing to a database of current and potential customers via email.

Social Media – Utilize knowledge of social media tactics to design an effective social media campaign.

Course Format and Teaching Methods

To succeed in this class, you will need to (a) complete online readings and course certifications to familiarize you with popular digital marketing tools (e.g., Google Analytics) and how they work, (b) attend and actively contribute to class discussions and exercises, and (c) apply what you learn about digital marketing to work with an actual company to improve its digital marketing.

Course Conduct

There will be three different types of class formats: (a) instructor-led discussion, (b) group work, and (c) presentations.

Instructor-led discussion

The first week and most subsequent Tuesdays will involve in-person lectures and discussions in which I introduce a new topic / lessons. Instructor-led discussions will resemble what you might experience in most other classes. The instructor will introduce new ideas and lessons and seek input, questions, and ideas from the students. On these days, students should attend the discussions at the regular class time (8am to 9:15). I encourage students to ask questions, offer comments, and respond to me and one another. Please bring a laptop to class; you will need it for some of the in-class exercises.

Group work

On most Thursdays, you will have time to work on the project with your group and meet with me for more focused discussion and feedback. At the beginning of the semester, I will set up a time for a 10 minute discussion with each group. I expect you to use this time to update me on your progress. You should also prepare questions to ask me during this time, if you have any. When you are not meeting directly with me, I expect you to use the class time to work on your project. Your group can either meet me in my physical office (320N) or on Zoom.

Presentations

During these days, you and your classmates will present the work you have completed for your projects. You will need to attend the presentations of all the groups so you can offer them feedback and advice at the end of their presentation.

Grading

Scale (975 possible points)

A = 900 to 975 points

B = 800 to 899 points

C = 700 to 799 points

D = 600 to 699 points

F = Below 600 points

Participation: 50 points

Certifications: 225 points

Project: 700 points

Participation: 50 points

I will evaluate your participation based on the following criteria:

- Discussion Contributions

    o Preparation: Do you attend class having read the assigned material? (Note that if you don't attend class at all, you can't contribute to the discussion.)

    o Content understanding and integration: Do you follow the flow of class discussion and build on others' ideas? When you do not understand something, do you ask questions? Are you an active participant in in-class group discussion?

    o Creativity: Do you generate your own insights and applications?

    o Curiosity and interest: What degree of curiosity, interest, and enthusiasm do you bring to the classroom?

    o Supplemental activities: Do you bring in examples from the "real world" that demonstrate concepts or are related to issues we are discussing in class? Do you suggest content that could help enrich the discussion or your peers' understanding of the concepts?

- Source contributions: Do you offer ideas, content, or other references that might help the class learn about digital marketing or improve their project? You can either share these in class or post them on the class D2L page.

- In-class exercises: Some of the class sessions will involve exercises. You can earn participation points by working on these exercises in class and, even more so, by helping your classmates work on their exercises. Conversely, you will lose participants points if you are engaged in other activities while your classmates are working on the class exercises.

- Professionalism: You should conduct yourself in a professional manner at all times, including contact with the professor outside of class, in office hours, and in your email and phone communication. If you are disrespectful to the instructor or to other students (e.g., talking over others, being argumentative or hostile, going off on tangents on a regular basis, talking to their

peers instead of listening to lectures, surfing the web, showing up to class late or leaving early), your grade will be greatly reduced.

Certifications: 225 points (45 points each)

- Google Analytics:
- Hubspot Content Marketing:
- Google Search Ads:
- Google Display Ads:
- Hubspot Social Media:
- Grade rubric:
    - If you complete the certifications on time, you will receive a 45/45.
    - If you complete a certification after the due date but before the last day of class, you will receive a 30/50.

Group Project: 700 points

The biggest part of your grade in this class will be based on your group project work. The group project will consist of three stages, each accompanied by an in-class presentation. In the first stage of the project, you will conduct a situation analysis and digital strategy for a real firm. In the second part of the project, you will create content (e.g., redesigning or adding to the website, search ads, social media posts, etc.) to attain the objectives of your digital campaign. In the third stage of the project, you will launch your digital strategy, measure its effectiveness, and continue to revise and improve it based on its performance.

You will also be assigned to the role of advisor for one of the other groups. As an advisor, you will need to evaluate the work of one of the other groups. Detailed instructions for the project are provided below the class schedule.

The group project includes three presentations, a final report, and an evaluation from the client company. The grade breakdown for each component is as follows:

- Charter: 25 points
- Strategic Plan Presentation: 150 points
    - Advice: 50 points
- Content / Tactics Presentation: 150 points
    - Advice: 50 points
- Implementation Presentation: 150 points
    - Advice: 50 points
- Client evaluation: 75 points
- Teammate evaluation (this could adjust your individual grade up or down, depending on whether you contributed more or less than other team members)

Tentative Schedule (this might change; check the class D2L page regularly for updates)

Date	Topic	Due	Required Reading
T 8/24	Intro		
R 8/26	Project Intro		"A Step-By-Step Guide to Structuring a Digital Marketing Plan" "Social Media Marketing Strategy"
T 8/31	Strategy	Sign up for group	""6 Components of a Successful Digital Marketing Audit" "How to Conduct a Social Media Audit"
R 9/2	Group Work		
T 9/7	Consumer Behavior		
R 9/9	Group Work	Project charter	
T 9/14	Guest Speaker		"10 Key Steps To Building A Great Small Business Website"
R 9/16	Group Work		
T 9/21	Websites / SEO	Hubspot Content certification	"Beginner's Guide to SEO" Lessons for certification
R 9/23	Group work		
T 9/28	Analytics	Google Analytics certification	Lessons for certification
R 9/30	Group work	Project 1 materials Due 10/1	
T 10/5	Situation Analysis Presentations	Groups 1-2	
R 10/7	Situation Analysis Presentations	Groups 3-4	
T 10/12	Situation Analysis Presentations	Groups 5-6	
R 10/14	Group work		
T 10/19	Advertising	Google Search certification	Lessons for certification
R 10/21	Group work	Google Display certification	Lessons for certification
T 10/26	Email		"A Beginner's Guide to Successful Email Marketing"
R 10/28	Group work (solo)	Project 2 materials Due 10/31	
T 11/2	Content Presentations	Groups 1-2	

R 11/4	Content Presentations	Groups 3-4	
T 11/9	Content Presentations	Groups 5-6	
R 11/11	Group work		
T 11/16	Social Media	Hubspot Social Media Certification	Lessons for certification
R 11/18	Group work (b)		
T 11/23	Reputation Mgmt	Part 3 materials due 11/28	
T 11/30	Final Presentations	Groups 1-2	
R 12/2	Final Presentations	Groups 3-4	
T 12/7	Final Presentations	Groups 5-6	

On most groupwork days, I will meet with groups at the following times:
- Group 1: 8:00 to 8:10
- Group 2: 8:10 to 8:20
- Group 3: 8:25 to 8:35
- Group 4: 8:35 to 8:45
- Group 5: 8:50 to 9:00
- Group 6: 9:00 to 9:10

Project Instructions

The best way to learn about digital marketing is by actually doing it. Therefore, the biggest part of this course will involve a group project in which you create and implement a digital marketing plan for an actual business.

The specific requirements for the project will depend on the client company you are working with and its objectives. We will discuss the different client/project options and figure out the groups during class on Thursday, August 26th.

Once you've formed your group, you will need to familiarize yourselves with the company that you will be working with (go to their website, Facebook page, etc.) and brainstorm a few ideas for how you can help the company. Then, schedule a time to get in touch with the contact person for the company (no later than 9/2) and work with them to create a charter that you and the client need to agree to no later than 9/14. The charter will outline the scope of the project, including what the client can expect from you along with what you can expect from the client.

All groups will need to create a strategic digital marketing plan for the client, although the specific objectives and details of your work will depend on the goals of the particular client.

A strategic digital marketing plan includes the following:

- Identifying the objectives or goals (Contract)
- Situation analysis (Part 1)
  - Assessment of current digital marketing practices and their effectiveness (i.e., a digital marketing audit)
  - Identification of the behavior and goals of the target consumers
  - Analysis of competing firms
- Content generation and implementation (Part 2)
  - Owned media (e.g., website)
  - Paid media (e.g., search ads)
  - Earned media (e.g., social media)
- Evaluation and revision (Part 3)
  - A/B testing
  - Analytics/measurement
  - Updating and changing the tactics and strategy as necessary
- Recommendations for moving forward (Part 3)

Charter

The first thing you will need to do is work with the client to create a charter for the project. The charter needs to specify three things:

1. Project objectives. What the client wants the project to accomplish. Given the constraints of the class (in that the project needs to be completed by the beginning of December), projects should focus on one or two particular areas related to digital marketing (e.g., building a website, running a search advertising campaign, starting an email marketing campaign, etc.). It is acceptable to state that both the client and students will specify the goals/objectives after completing the situation analysis, at which point you should have a better idea of the most promising opportunities for the client.

2. Student promises. What the students agree to deliver to the client as part of the project. Be as specific as possible. This could include starting / revising a website, running an advertising campaign for X amount of time, creating X or Y content, developing an instruction manual or plan to help the client continue implementing the changes after the end of the semester.

3. Client promises. What the client agrees to contribute to the project. Client commitments include the following:

- Time: How often and in what capacity will the students be in contact with the client? How many people from the client company will the students be able to contact or interact with?
- Access: How will the students be able to implement changes to the client company? Will they have direct access to the client's accounts or will they submit their materials for the client (or a third party) to implement? If the latter, how quickly will the client make the submitted changes (or return them to the students for revision)?
- Data: What data or information will the client provide to the students? How and when will students be able to access this data?
- Budget: Is there a budget for the project? If so, what will it be? It is okay to agree to set the specific budget level after the situation analysis, but you should have at least a tentative plan and discuss some of the possibilities.

4. Contingency plans. Both the client and students should think about and document anything that might change or derail the project and how they plan to deal with these possible setbacks. This could include things like turnover in the client company, disagreement from a board of directors or management at the client firm, complications with a third party (e.g., an agency managing the client's website), changes due to COVID-19, etc.

Situation Analysis

The next part of the project will require you to conduct a situation analysis for the client company. In order to do this, you will need to comprehensively review and identify (a) the firm's current digital strategy, (b) the goals and behavior of consumers in the market, and (c) the competitors in the market. The digital marketing objectives that you specify should be consistent with both the business's mission or purpose and the results of your situation analysis. This portion of the project will need to be heavily researched so that you can comprehensively find out everything possible about the company, its consumers, and its competitors. You should conclude by identifying opportunities in the digital marketplace and a general plan for moving forward.

Content Generation and Implementation

In the second part of the project you will create the tactics and content to implement your digital marketing plan. The tactics that you use and the content you create will vary dramatically depending on the specific client that you're working with, their objectives, and the results of your situation analysis. Your content should involve some combination of owned, paid, and earned media and should include one or more of the following:

- Creating, revising, or reorganizing a website
- Creating content (articles, images, videos, contests, etc.) for the website, social media site, or on a third-party site (e.g., YouTube) in order to drive inbound marketing and improve the client's SEO (search engine optimization)
- Creating or adjusting an online advertising campaign
- Creating or revising an email marketing campaign
- Creating or revising social network sites

For this part of the project you will need to actually create this content. If you are revising existing content, be sure to document the starting point (e.g., the old website) in order to demonstrate the changes that you've made. When possible, I recommend creating but not launching the content until after your presentation. That is, you would want to select the keywords for your Google Ads campaign or write the blog for the website or film the video for the social network site but not publish any of these until after the presentation. In some cases (e.g., if you are revising a website) it may be impractical to make the changes without actually implementing them, but if you can wait to publish the new revisions or

content until after the presentation, you may be able to benefit from the feedback you receive from the presentation. Be sure to outline the specific goals, objectives, budget (if applicable), and corresponding key performance indicators (KPIs) associated with each tactic that you create.

Evaluation and Revision

The third part of the project will include the implementation, evaluation, revision, and recommendation stages. After the second presentation (and no later than 11/7), you will need to fully launch any tactics, content, or aspects of the campaign that have not yet been launched. You will need to carefully monitor the success of each tactics using some sort of analytics tool (e.g., Google analytics). Additionally, I strongly encourage you to run A/B tests in order to get feedback on and improve your digital marketing during this period. Be sure to revise and update your tactics and content based on what is and is not working. During the third presentation, you should (a) review the key tactics and content that you created in Part 2, (b) note any changes or revisions that you made before the launch, (c) describe how you measured the success of each of your tactics, (d) discuss any changes that you made based on consumers' behavior, and (e) note any plans or recommendations for moving the digital marketing strategy forward in the future.

Presentation Guidelines

You will have 30 minutes for each presentation. I recommend splitting this into approximately 20 minutes of you presenting followed by 10 minutes of discussion with the class. The presentations should be carefully organized, well rehearsed, and engaging. The goal is to clearly communicate your work in a professional, interesting, and convincing way. Whenever possible, you want to show the audience what you've done or plan to do rather than merely describe it. For example, if you create a website, I recommend actually showing the website and giving the audience a chance to interact with it rather than simply describing the site on a powerpoint slide. I encourage you to talk to me before your presentations (especially the first presentation) so I can give you more specific recommendations on how to design a comprehensive and interesting presentation.

Peer Advising

In addition to presenting your own work, you will be evaluating the work of two other groups and offering them advice. You job in this role will be to assess the strengths, weaknesses, and opportunities for each group to improve their digital marketing strategy. You will have two days to prepare a 1-2 page document in which you evaluate the work of the group you were assigned to advise. In your evaluation, you should evaluate how you think the group did on each portion of the project and offer a set of recommendations. Keep your advice polite and constructive, but don't be afraid to tell the group which parts of their project are not working well or how they can improve. You will need to submit your advice write-up before the group presents. You should also be prepared to discuss your advice verbally with the group after they present. My hope is that this will lead to constructive discussion in which each group gets better and more detailed feedback than I alone would be able to provide. You will submit your advice individually (not as a group). That is, each group member should independently give their own advice.

Schedule for Advising Reports

Advisors	Groups being advised	
Group 1	3	5
Group 2	4	6
Group 3	1	5
Group 4	2	6
Group 5	1	3
Group 6	2	4

Submission Materials

All materials should be uploaded the relevant "Discussion" section on the D2L site for the course before your presentation. Use the following naming convention for the files: GroupName_PartNumber _FileName (e.g., G1_P1_Report, G1_P2_Slides, etc.).

Materials for Part 1:

- A report that includes the following:
  - Executive summary (1 page summarizing the parts below)
  - Charter
  - Digital marketing audit
    - Research methods
    - Findings (strengths, weaknesses, opportunities, etc.)
  - Competitor analysis
    - Research methods
    - Findings
  - Target customer analysis
    - Research methods
    - Findings (who they are, where they are, what they want, etc.)
    - Customer persona(s)
  - Recommendations for moving forward
  - References and links to the sources for your research
- A copy of the slides and any other visuals used in the presentation.
- Appendices including any other important information not covered above. For example, if you created a database of consumer comments about the business, you should submit this data as an appendix.
- Upload your advice document into the discussion folder for the group. Use the following naming convention: YourName_Group_P1_Advice (e.g., CalebWarren_G1_P1_Advice)

Materials for Part 2:

- A brief written introduction (1 page) describing the objectives of the digital marketing campaign
- A table that lists each tactic you created, a one sentence summary of the tactic, the objective/KPI associated with the tactic, and a link to the content (if applicable)
- The actual content in whatever format makes the most sense
  - Verbal materials, including website text, ad copy, blog entries, etc. should be in a word document or pdf
  - Visual materials, including website landing pages, social media posts, etc. should be in a powerpoint or pdf
  - Provide links to online materials (websites, YouTube videos, etc.)
  - Audiovisual materials (if applicable) should be uploaded as standalone files
- Budget: Recommend a budget for any paid content that you plan to implement (e.g., ads)

- If you revised existing materials (e.g., a website), be sure to include visuals depicting the content both "before" and "after" your revisions.
- A copy of the slides and any other visuals used in the presentation.
  - In your presentation, be sure not only to describe the content you created but also explain why you created it (i.e., justify why this was the best choice given your client's objectives and your situation analysis)
- Appendices including any other important information not covered above.
- Upload your advice document into the discussion folder for the group. Use the following naming convention: YourName_Group_P2_Advice (e.g., CalebWarren_G1_P2_Advice)

Materials for Part 3:

- A report that includes the following:
  - Executive summary (1 page summarizing the parts below)
  - Objectives and situation analysis from Part 1 (you can simply copy and paste your earlier report, but be sure to update it if you made changes since then)
  - Describe Tactic 1
    - Tactic 1 objective & KPI
    - Tactic 1 description (i.e., the content you created with relevant material or link)
    - Tactic 1 performance (show relevant metrics/statistics)
    - Tactic 1 revision (i.e., how you changed the tactic, if applicable)
  - Describe Tactic 2
    - Tactic 2 objective & KPI
    - Tactic 2 description (i.e., the content you created with relevant material or link)
    - Tactic 2 performance (show relevant metrics/statistics)
    - Tactic 2 revision (i.e., how you changed the tactic, if applicable)
  - Describe Tactic 3, etc.
  - Recommendations for moving forward
    - High level: strategic advice for moving forward
    - Intermediate level: how you would recommend adding, removing, or revising specific tactics
    - Concrete level: instructions for how client can continue to implement your tactics or continue to implement the digital marketing strategy in the future (e.g., how to login to something, make changes, etc.)
- A copy of the slides and any other visuals used in the presentation.
- Appendices including any other important information not covered above.
- Upload your advice document into the discussion folder for the group. Use the following naming convention: YourName_Group_P3_Advice (e.g., JohnDoe_G1_P3_Advice)

Evaluation

I can only provide high-level criteria for how I will evaluate the projects because each project will need to take a very different direction depending on the needs of the client business. That said, the general evaluation criteria are as follows:

Charter (25 points):

- You completed it and obtained sign off from the client on time
- The objectives, obligations, and contingency plans are detailed and carefully thought out.

Part 1: Situation Analysis

- Instructor evaluation (100 points)
- Peer evaluation (50 points)
- The instructor and your classmates will evaluate the project on the following criteria:
  - Completeness

- You followed the instructions, including the naming conventions specified in the syllabus
- You completed and submitted all of the necessary parts of the project to the correct "Discussion" thread on D2L
- o Objectives
    - You clearly specified the objective for the client company (i.e., what it hopes to accomplish from its digital marketing strategy)
    - The objective was consistent with both the client's desires and the findings in the situation analysis
- o Background Research
    - Your research was extensive, detailed, and competently executed
    - You provided a detailed digital marketing audit of the client company
    - You provided an extensive analysis of the client's competitors
    - You gathered and synthesized any relevant and available information about the client company's target customer(s)
- o Recommendations
    - You make clear and practical recommendations for moving forward
    - The recommendations are consistent with both the client's objectives and your situation analysis
- o Presentation
    - You present the objectives, recommendations, research methods, and results in a way that is complete and easy to understand
    - The presentation is well organized and carefully rehearsed
    - The presentation is interesting and engaging
- Peer Advice (50 points)
    - o Your advice was respectful, constructive, detailed, and logical
    - o 25 points for each advisory report

Part 2:

- Instructor evaluation (100 points)
- Peer evaluation (50 points)
- The instructor and your classmates will evaluate the project on the following criteria:
    - o Completeness
        - You followed the instructions, including the naming conventions specified in the syllabus
        - You completed and submitted all of the necessary parts of the project to the correct "Discussion" thread on D2L
    - o Strategic fit of tactics
        - Fit between the content created and the business's objectives
        - Specification of appropriate KPIs
    - o Quality of the content created for the tactic
    - o Presentation
        - You presented the tactics in a way that made it clear what you created and why
        - The presentation is well organized and carefully rehearsed
        - The presentation is interesting and engaging
- Peer Advice (50 points)
    - o Your advice was respectful, constructive, detailed, and logical
    - o 25 points for each advisory report

Part 3:

- Instructor evaluation (100 points)
- Peer evaluation (50 points)
- The instructor and your classmates will evaluate the project on the following criteria:
    - o Completeness

- You followed the instructions, including the naming conventions specified in the syllabus
- You completed and submitted all of the necessary parts of the project to the correct "Discussion" thread on D2L
  - Analytic strategy
    - You carefully measured the performance of your tactics
    - You used A/B tests or other appropriate methods to assess which tactics were working best
    - You revised your tactics based on the data
  - Recommendations
    - Your recommendations were sensible given the client's objectives and performance thus far
    - Your instructions for the client to continue moving forward with your work were clear and complete
  - Presentation
    - You presented your analysis and revised tactics in a way that was clear and complete
    - The presentation is well organized and carefully rehearsed
    - The presentation is interesting and engaging
- Peer Advice (50 points)
  - Your advice was respectful, constructive, detailed, and logical
  - 25 points for each advisory report

Client Evaluation

You will earn up to 75 points depending on the extent to which you help the company you are working with. This part of your grade will be determined by the contact person at the company you are working with.

- Specifically, 60 points will depend on the contact person's assessment of the extent to which you helped their company on the following scale:
  - "Helped me / my company a lot" = 60 points
  - "Helped me / my company a little bit" = 50 points
  - "Neither helped nor hurt me / my company" = 45 points
  - "Hurt me / my company a little bit" = 35 points
  - "Hurt me / my company a lot" = 20 points
- 15 points will depend on the contact person's interest in continuing to work with you in the future (note: this is hypothetical, you will not be expected to continue actually working with this person)
  - Yes, I would want to continue working with this group = 15 points
  - I might want to continue working with this group = 10 points
  - No, I would not want to continue working with this group = 5 points

Recommended Readings

Helpful online sources and blogs

Social Media Examiner: socialmediaexaminer.com

E-Marketer: eMarketer.com

Search Engine Land: searchengineland.com

Occam's Razor: http://www.kaushik.net/avinash/

Digital Marketing Strategy

- Sentiment analysis:
    - https://www.socialmediaexaminer.com/sentiment-analysis-what-marketers-need-to-know/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek25-nldaily-nltue&omhide=true
- Competitor analysis:
    - https://www.socialmediaexaminer.com/how-to-research-competitors-facebook-ads/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl20-nlweek20-nldaily-nlmon&omhide=true
    - https://www.socialmediaexaminer.com/4-tools-research-competitors-social-media/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New&omhide=true

Websites

- Check the performance of a website:
    - website.grader.com
- 100 influential websites:
    - https://gizmodo.com/100-websites-that-shaped-the-internet-as-we-know-it-1829634771?utm_source=digg&utm_medium=email
- Useless websites:
    - https://www.theuselesswebindex.com/

Analytics

- Fun (and informative) book: http://sethsd.com/everybodylies

- Google analytics guide:
    - https://moz.com/blog/absolute-beginners-guide-to-google-analytics
- Attribution:
    - https://www.socialmediaexaminer.com/track-social-media-traffic-google-analytics/
    - https://www.socialmediaexaminer.com/how-to-track-attribution-facebook-and-google-chris-mercer/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek24-nldaily-nlfri&omhide=true
- Analytics on Youtube:
    - https://www.socialmediaexaminer.com/how-to-analyze-youtube-google-analytics/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek23-nldaily-nltue&omhide=true
- Analytics on Spotify:
    - https://medium.com/s/story/spotifys-discover-weekly-how-machine-learning-finds-your-new-music-19a41ab76efe
- Calculating ROI for local business:

- o https://www.socialmediaexaminer.com/how-to-track-social-roi-local-business/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek2-nldaily-nlwed
- Sharing data with others:
  - o https://www.socialmediaexaminer.com/share-account-access-facebook-ads-google-analytics/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New
- A/B testing:
  - o https://www.socialmediaexaminer.com/facebook-split-testing-audiences/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl18-nlweek43-nldaily-nlwed
  - o https://www.rtraction.com/blog/a-b-testing-with-squarespace-and-google-analytics

Search Engine Optimization

- Determining a website's true ranking
  - o https://moz.com/ugc/how-to-determine-your-true-organic-google-ranking
- Creating content
  - o https://moz.com/blog/the-ten-types-of-content-that-work-best-for-seo-whiteboard-friday
  - o https://www.socialmediaexaminer.com/how-to-use-memes-guide-for-marketers/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek32-nldaily-nlwed&omhide=true

Advertising

- Channels with the best conversion rates:
  - o https://priceonomics.com/with-advertising-channels-have-the-highest/
- Retargeting / Remarketing:
  - o https://www.socialmediaexaminer.com/retargeting-ad-campaigns-7-ways-to-improve/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New&omhide=true

Email

- Tips:
  - o https://www.copyblogger.com/37-email-marketing-tips/
- Writing effective subject lines:
  - o https://www.wordstream.com/blog/ws/2014/03/31/email-subject-lines

Social Media

- Facebook
  - o https://www.socialmediaexaminer.com/how-to-get-started-facebook-business-manager/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek23-nldaily-nlwed&omhide=true
  - o https://www.socialmediaexaminer.com/facebook-ads-ultimate-guide-businesses/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New
  - o https://upbeatagency.com/all-important-facebook-pixel-how-to-set-up/
  - o https://www.socialmediaexaminer.com/how-to-use-facebook-ads-for-local-businesses/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New
  - o https://adespresso.com/ads-examples/

- https://www.socialmediaexaminer.com/how-to-use-facebook-event-setup-tool/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek18-nldaily-nlmon&omhide=true
- Instagram
  - https://www.socialmediaexaminer.com/instagram-creator-accounts-what-marketers-need-to-know/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl26-nlweek21-nldaily-nltue&omhide=true
  - https://www.socialmediaexaminer.com/how-to-grow-instagram-following-strategic-plan/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek12-nldaily-nlmon&omhide=true
  - https://www.socialmediaexaminer.com/3-ways-improve-instagram-engagement/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek7-nldaily-nlmon&omhide=true
  - https://www.socialmediaexaminer.com/how-to-analyze-instagram-marketing-4-metrics-to-consider/?awt_l=7YT.U&awt_m=3gdU2eAUDMr.ILT&utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New&omhide=true
- Snapchat
  - https://www.socialmediaexaminer.com/snapchat-ads-ad-manager-how-to-create/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New&omhide=true
  - https://www.socialmediaexaminer.com/5-snapchat-metrics-to-improve-snapchat-marketing/?awt_l=7YT.U&awt_m=3lyVwsgqIAr.ILT&utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New&omhide=true
- Tik Tok:
  - https://www.socialmediaexaminer.com/tiktok-marketing-content-strategy-for-businesses/
- Pinterest:
  - https://www.socialmediaexaminer.com/pinterest-search-ads/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New

Reputation Management

- Online mobs:
  - http://nymag.com/intelligencer/2017/11/companies-should-ignore-online-mobs-more.html?utm_source=digg&utm_medium=email

Mobile Marketing

- Guides and tips
  - https://www.marketo.com/definitive-guides/mobile-marketing/
  - https://www.convinceandconvert.com/mobile/a-step-by-step-guide-to-setting-up-a-mobile-marketing-campaign/

Class attendance:

- Please wear a mask

- If you feel sick, or may have been in contact with someone who is infectious, stay home. Except for seeking medical care, avoid contact with others and do not travel.

- Notify me if you will be missing an in person or online course.

- You will not receive an automatic extension on a due date nor can I reschedule a quiz if you miss a class, regardless of the reason why you are absent. However, if you contact me beforehand, I will try to make alternative arrangements so you do not fall behind.

- If you must miss the equivalent of more than one week of class, you should contact the Dean of Students Office DOS-deanofstudents@email.arizona.edu to share documentation about the challenges you are facing.

- Voluntary, free, and convenient COVID-19 testing is available for students on Main Campus.

- COVID-19 vaccine is available for all students at Campus Health.

- Visit the UArizona COVID-19 page for regular updates.

- The UA's policy concerning Class Attendance, Participation, and Administrative Drops is available at: http://catalog.arizona.edu/policy/class-attendance-participation-and-administrative-drop

- The UA policy regarding absences for any sincerely held religious belief, observance or practice will be accommodated where reasonable, http://policy.arizona.edu/human-resources/religious-accommodation-policy.

- Absences pre-approved by the UA Dean of Students (or Dean Designee) will be honored. See: https://deanofstudents.arizona.edu/absences

Academic advising:

If you have questions about your academic progress this semester, please reach out to your academic advisor (https://advising.arizona.edu/advisors/major). Contact the Advising Resource Center (https://advising.arizona.edu/) for all general advising questions and referral assistance. Call 520-626-8667 or email to advising@.arizona.edu

Life challenges:

If you are experiencing unexpected barriers to your success in your courses, please note the Dean of Students Office is a central support resource for all students and may be helpful. The Dean of Students Office can be reached at (520) 621-2057 or DOS-deanofstudents@email.arizona.edu.

Physical and mental-health challenges:

If you are facing physical or mental health challenges this semester, please note that Campus Health provides quality medical and mental health care. For medical appointments, call (520) 621-9202. For After Hours care, call (520) 570-7898. For the Counseling & Psych Services (CAPS) 24/7 hotline, call (520) 621-3334.

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Threatening Behavior Policy

The UA Threatening Behavior by Students Policy prohibits threats of physical harm to any member of the University community, including to oneself. See http://policy.arizona.edu/education-and-student-affairs/threatening-behavior-students.

Code of Academic Integrity

Students are encouraged to share intellectual views and discuss freely the principles and applications of course materials. However, graded work/exercises must be the product of independent effort unless otherwise instructed. Students are expected to adhere to the UA Code of Academic Integrity as described in the UA General Catalog. See http://deanofstudents.arizona.edu/academic-integrity/students/academic-integrity. The University Libraries have some excellent tips for avoiding plagiarism, available at http://www.library.arizona.edu/help/tutorials/plagiarism/index.html.

UA Nondiscrimination and Anti-harassment Policy

The University of Arizona is committed to creating and maintaining an environment free of discrimination. In support of this commitment, the University prohibits discrimination, including harassment and retaliation, based on a protected classification, including race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, or genetic information. For more information, including how to report a concern, please see http://policy.arizona.edu/human-resources/nondiscrimination-and-anti-harassment-policy

Our classroom is a place where everyone is encouraged to express well-formed opinions and their reasons for those opinions. We also want to create a tolerant and open environment where such opinions can be expressed without resorting to bullying or discrimination of others.

Subject to Change Statement

Information contained in the course syllabus, other than the grade and absence policy, may be subject to change with advance notice, as deemed appropriate by the instructor.

CLASSROOM EVACUATION PROCEDURES

When fire sirens sound in UA buildings, Arizona law and University policy require you to evacuate.

- In all cases, when notice is made to evacuate, leave the building right away in an orderly manner using established evacuation routes and stairs.

- Take immediately available personal items with you (purses, backpacks, keys, phones) – they may not be available to you for some time.

- **Do not use the elevators.**

- Persons with handicaps who cannot exit the building should remain in the nearest stairwell until an emergency responder comes to help. If you know the location of such a person, report as soon as possible to an emergency responder.

- Help others identify safe passage out of the building.

- **Move away from the building.**

- DO NOT go back into a building to retrieve personal items Go to your pre-determined gathering point (if you know of one) or remain at a distance of at least 200 feet from the building. In the case of McClelland Hall, this means at or beyond the Speedway underpass or across Helen Street.

- Follow all orders from authorized persons.

- As information becomes available, you will receive status updates from designated personnel.

- Stay together as a class, if possible.

- Do not re-enter to the building until directed to do so by emergency response personnel.