



Instructor Guide for Module 1:

Welcome Announcement or Introduction to Course:

Welcome to Digital Marketing! This class will take you on a theoretical journey of an Internet Marketplace. What is a marketplace? A market place is the arena of competitive or commercial dealings; the world of trade. In our class our arena will be imaginary and virtual at the same time. This arena is constantly changing but this class will teach you the skills you will need to adapt and be proactive with these changes and give you the confidence upon completing the class to offer companies solutions to improve their digital marketing performance and enhance their online presence.

The image below covers the elements of digital marketing and in this class we will focus on the digital marketing fundamentals as they connect with Web Design, Web Analytics, Search Engine Optimization, Search Engine Marketing, Online Advertising, Email Marketing, Social Media, and Reputation Management; which ties everything into corporate strategy. Each piece in this plan has its own focus and budget.

The Elements of Digital Marketing

#1 DIGITAL MARKETING FUNDAMENTALS



Brand



Audience



Goals



Domain
Names



Keyword
Research



Online
Marketing



Email
Marketing



Budgeting

#2 STRATEGIC WEB DESIGN



Getting
Started



The Creative
Effort



Security &
Analytics



Integration &
Maintenance



Content
Marketing



Multimedia

#3 SOCIAL MEDIA MARKETING STRATEGIES



Facebook



Twitter



Instagram



LinkedIn



YouTube



Yelp



Pinterest

Discussion #1 or In-class Activity #1 Brand (10 minutes) (could be used as a Bell Ringer to get students thinking and then engaged).

After reading and watching “Module 1: Readings and Videos” please answer the following questions:

1. What is a brand? Produce your own definition.
2. What is the first brand name you associate with each of the following:
 - a. Detergent
 - b. Coffee
 - c. Cars
 - d. Shoes
 - e. Cell Phones
3. Why are these brands so memorable and recognizable (1-2 sentences)?
4. What brands have you encountered today? Where did you see them-in advertisements (print/online), packaging (on the physical product itself), etc.?
5. In your opinion, where and how should brands advertise to catch the attention of people like yourself i.e., people the same age, gender, etc.... (2-3 sentences).

6. Post to an online discussion board or share out to the rest of class. If online, post and respond to others.

Discussion #2 or In-Class Activity #2 Colors (15 minutes)

1. Introduce students to the website: www.Brandcolors.net then have them do the following:
2. Choose two well-known brands,
3. Note which colors are associated with those brands.
4. Research those colors. Make a note of which characteristics are linked to those colors, as well as any cultural associations. Make note of these associations.
5. Write down why you think a particular brand color was selected.
6. Based upon your research do you think a brand choosing a color helps cause a brand to fail in any certain country?

Discussion #3 or In-Class Activity #3 (20-30 minutes) Higher Level Discussion or Activity

Overview: Innovation in online business models and communication approaches that need to be balanced against consumer concerns. Think Amazon, Google, Hotmail, eBay, Myspace, Facebook, LinkedIn, PayPal, iPhone..., Airbnb and Uber to name a few.

1. Think about innovations you have witnessed during the time you have used digital platforms. Which are the main sites used in your country that have changed the way you spend your time online?
2. What success factors and business models do these online brands share?
3. Which socio-cultural issues may concern consumers and require government legislation given the dominance of some of these platforms?

Discussion #4 or In-Class Activity #4

For this course, we are defining e-commerce as generating income through the sale of products or services online, either directly onsite or through a third-party platform. There are several methods of creating revenue through ecommerce, including:

- Traditional retail ecommerce
- Subscription
- Advertising onsite
- Freemium
- Share economy
- Third-party selling
- Drop shipping

Research one form of ecommerce and describe it to your peers. Answer the following questions in your online discussion post or be reading to share this with the class in the whole class discussion.

1. What are the advantages and disadvantages of this ecommerce method?
2. Name and briefly describe a company that uses this ecommerce tactic effectively.
3. Why did you choose that company?

Discussion #5 or In-Class Activity #5:

Pick one of the following websites to analyze.

- [Unique Chic Decor](#)
- [Walgreens](#)
- [Proctor & Gamble](#)
- [The North Face](#)
- [Billie Eilish](#)

Pick one of the design principles you learned this week (usability, conversion-centered design, three questions, or customer segmentation). Assess the quality of web design. Determine three changes the business/personality could use to create the largest improvement in conversion rate based on the web design principles.

Look at your classmates' posts before posting. Try to avoid excessive duplication of companies or design principles if this is done online; otherwise in face-to-face classes put them into teams no bigger than four and ideally three and if there are more than 15 in the class to have two groups for each website to see similarities and differences.

Module 1: Assignment #1: Media Website Analysis

The purpose of this analysis is to illustrate the usefulness of breaking down success into the three component parts of traffic, conversion, and revenue maximization. For this assignment, you will analyze how one of the companies listed below (Walmart or Booking.com/Expedia.com) is successful in each of these three areas. This will provide you with a useful framework for analyzing any website to produce actions to improve the website's success.

Once you have conducted your analysis, answer the questions, and address discussion points described in your chosen scenario below. In a 2-3-page, double-spaced paper, you will answer the following questions for whichever website you choose. You need only to choose one option: **either** Walmart.com or Booking.com/Expedia.com. All papers should follow the APA format for citations, references, and grammar. Cover pages and references do not count toward the page count.

Analysis of Walmart.com

Compare Walmart with Amazon on each of the three dimensions of an effective website and analyze your findings. Discuss which is superior in each dimension and what the competitor might do to improve.

Analysis of Booking.com and Expedia.com

Conduct five different hotel searches (various locations, dates, lengths of stay) on Booking.com and the same five searches on Expedia.com. Determine which site offers better hotels, better information layout, and better incentives to book a hotel. What aspects of the site more effectively influenced you to want to book the hotel? Discuss hotel sort order. How should the sites order the hotels when there might be hundreds of available hotels? By price (lowest to highest, highest to lowest)? By location (closest to the center of the city, closest to transportation hubs)? By user reviews? By star rating? By general appeal? How might the ordering affect conversion rate? (Most consumers book a hotel from the first page of results, so ordering the hotels can make a substantial difference in conversion.)

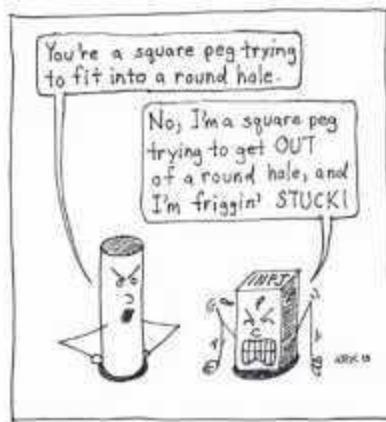
Find the email recruitment for each website (this may require you to move through several steps of booking a hotel). Which site does a better job inviting customers to sign up for email deals?

Assignment #1 Grading Rubric

A- to A 90 – 100%	- Fully answers questions, discusses, and analyzes your chosen scenario. - Thoroughly analyzes the website based on traffic, conversion, and revenue maximization. - Includes extensive outside academic research to support ideas - Paper makes its case through logical ideas - Mechanics of writing are strong; few if any errors - Paper cites sources using APA style
B- to B 80 – 89%	- Answers questions, discusses, and analyzes your chosen scenario. - Analyzes websites based on traffic, conversion, and revenue maximization. - Includes some academic research to support ideas - Paper has a clear purpose but may not address all aspects of the assignment - Paper makes its case although at times logic may be weak - Mechanics of writing are fairly strong; some errors - Paper cites sources using APA style
C- to C 70 – 79%	- Partially answers questions, discusses, and analyzes your chosen scenario. - Inadequately analyzes websites based on traffic, conversion, and revenue maximization. - Does not include outside academic research to support ideas - The paper's purpose is not clear and may not address all aspects of assignment - Paper fails to make its case convincingly and at times logic is weak - Mechanics of writing are questionable; errors interfere with understanding - Paper fails to cite all sources using style appropriate to the discipline
D or F 0 – 69%	- Paper fails to address the assignment, is inadequate, is not acceptable as college-level work, - or was not submitted

Module 1: Assignment #2 Rewrite Using Smart Goals

Step 1: Watch the following video:



SPECIFIC
MEASURABLE
A
R
T



Step 2: Now take a few minutes to rewrite these four fictitious company goals using the SMART Goal method. Please add the elements of the What, Who, Why and How under each S of the SMART goal

Namaste Yoga Studio wants to increase its enrollment

Money Magazine wants to increase the number of hits its blog gets.

Holiday Inn wants to decrease the number of empty rooms.

Elon Musk wants Tesla to increase the number of Twitter followers it has.

Step 3: Turn this into a physical or virtual drop box.

Step 4: Exit ticket discussion question:

1. In your opinion how often should goals be monitored and why?
2. What should the monitoring process(es) be?

This would be a great time to go over the [Final Digital Marketing Plan document](#) which is a summative project that should be worked on all semester and started with the two assignments below and either the 2nd or 3rd week of class depending upon length of term.

Module 1: Assignment #3

This assignment is designed to help start with both the social media and final digital marketing plans as part of these summative assignments.

Step 1: Watch the following YouTube video: [How To Create An Ideal Customer Profile](#) and create a customer profile using the instructions in the video:

Step 2: Now create a customer profile for your real or fictitious company that you will be using to develop your social media and final digital marketing plans:

Step 3: Read [Social Media Users](#) and then use to describe as part of your target market for your real or fictitious company using this within your social media and final digital marketing plan.

Step 4: Read [Psychographics and personas: how to get to the truth about why people buy](#) and then use to describe as part of your target market for your real or fictitious company using this within your social media and final digital marketing plan.

Module 1: Assignment #4 Business Description

Step 1: Use the information from [How to write a business description that makes your business plan shine](#) and create a business description for both your social media and final digital marketing plan assignments.

Step 2: Refer to the “Final Digital Marketing Plan Overview” document and add the additional information from the “Your Company” section of the plan. This will save yourself time at the end of the semester.