

Syllabus MKTG 3170 X01_Fall 2021

MKTG-3170 X01 Digital Advertising



Instructor Contact Information

Professor Swapnil Saravade (<https://uvu.instructure.com/courses/520572/pages/instructor-information>)

SSaravade@uvu.edu (<mailto:SSaravade@uvu.edu>)

 **Student hours (also known as *Office hours*):** Wednesdays 4 p.m. - 5 p.m. (Remote)

Course Description

Have you ever searched a product on Google (or any other search engine) and found certain ads showing at the top of the search results? Have you ever visited websites wherein you see an ad(s) that you feel it read your mind? Or an ad(s) that has remotely relevant to you? I guess (and I hope) that the answers to these questions are yes (or partially yes). In this course, we will learn the backend of developing online advertisements. We will learn about different types of online advertisements, their characteristics, their relevance to marketing and how to develop online ad campaigns. Specifically, we will learn about planning, designing, and implementing online advertising campaigns, so that you marketers communicate their value offering effectively to their target audience.

Today, companies are leveraging the availability of different forms of media (emails, social media, company websites, advertisements, etc.) to craft their advertising campaigns. As a result, consumers are exposed to brand messages in different forms from a wide range of sources. I believe you, too, must have seen multiple online advertisements in the form of pictures, videos, text, or a mix of these in different combinations on numerous websites. Given the different types of products, market segments, and multiple websites, companies need to tailor their communication to effectively engage with their target audience by delivering the right advertisement in the most appealing form, at the right time, and the right place. Therefore, it is essential for a company to carefully integrate, coordinate, design, and align its communication to deliver a consistent, clear, and compelling message about its offerings.

This course aims to provide students with an understanding of different types of online advertisements and their role in a firm's overall strategy. Further, this course will give the students a complete experience creating an online advertising campaign through a real-life client project. Students will select an actual firm or a community organization that needs online advertising and develop an online advertising campaign. In the process, students will engage in planning, budgeting, developing, monitoring, and evaluating the campaign. This campaign will be implemented for three weeks during the semester.

Broad course structure

There are a variety of assignments that introduce students to digital advertising. The course material and the assignments are designed to provide students with the conceptual and the practical side of digital advertising. With each chapter of the textbook, students will learn about essential terms and concepts of digital advertising. The quizzes will emphasize and test conceptual understanding of the topics. On the other hand, students will apply their conceptual knowledge to gain practical experience through multiple simulation rounds.

Further, this course will provide students with an excellent opportunity to earn Google Ads certifications (and, in the process, earn points too for this course!). The training and certifications can be taken for free as of now through Google Skillshop. You would be able to include these certifications in your CVs by the end of this semester. These certifications are valued for job positions associated with Digital Advertising. You could do a quick Google search or [Linkedin jobs \(https://www.linkedin.com/jobs/search/?currentJobId=2685363917&geoid=103644278&keywords=digital%20advertising&location=United%20States\)](https://www.linkedin.com/jobs/search/?currentJobId=2685363917&geoid=103644278&keywords=digital%20advertising&location=United%20States) search (if you have a LinkedIn account, you could view the current profiles by clicking on the link) for jobs relating to digital advertising. You could observe their "requirements or preferred qualifications" sections. Also, you may notice that the certifications and the overall syllabus of this course aligns well with the current available opportunities. I hope that the certifications students earn in this course, the concepts they learn and apply will help their careers.

In summary, this course is more hands-on, wherein students can apply what they learn and help them develop skills that would help in their careers.

Course Outcomes

Upon successful completion of this course, students will have:

- Obtained Google Ads certifications in search ads, display ads, and ads measurement.
- Developed and implemented an online advertising campaign for a real client.
- Developed competency to plan, develop, monitor, and measure online advertising campaigns.
- Gained a systematic understanding of Digital Advertising.

✔ Prerequisites and Needed Skills

- MKTG 3660 and University Advanced Standing
- Course will use Excel spreadsheet software

📁 Materials, Fees and Technology Tools

- The course material required for this course is available through Stukent.com. The course materials include a textbook (**Digital Marketing Essentials by Larson and Draper**) and a simulation (named as **Mimic Pro**) in the form of a bundle. Please click the following link to purchase <https://home.stukent.com/join/38B-F19> [\(https://home.stukent.com/join/38B-F19\)](https://home.stukent.com/join/38B-F19)
- The textbook and the simulation are available for lifetime access to students. That means students can have access to the textbook and the simulation even after the course is over. The lifetime access includes updates that Stukent.com makes to their course material. The course bundle is available at \$99.99.
- If you need technical support for navigating Stukent.com, please use their following contact information. Their hours in Mountain time are Monday - Friday, 6 am to 8 pm, then Saturday 10 a.m. - 2 p.m.

Email: support@stukent.com (support with course registration), virtualta@stukent.com (support for course navigation), Phone number: (855)-788-5368

Students need to have access to a computer and a reliable internet connection.

- Students will need to have a Google account (Gmail)
 - See [Google Privacy Policy](https://policies.google.com/privacy?hl=en-US) [\(https://policies.google.com/privacy?hl=en-US\)](https://policies.google.com/privacy?hl=en-US)

? How This Course Works

Course Mode:

This course is categorized as an online asynchronous course, which means there will be no designated class meeting time for real-time student-instructor interaction. The course material will be available through Canvas and the Stukent.com website. You will receive feedback on your assigned work electronically.

Description of how the course works:

Canvas is where course content, grades, and communications will reside for this course. The course chapters and the simulation should be accessed on the Stukent.com website (please see the website link in the course materials section).

This course has regular due dates so it is important to schedule time each week to be online completing course activities. The course is divided into modules that correspond with each week of the semester. Module activities consist of quizzes and assignments that will prepare students for three Google Certifications over the course of the semester.

Students will be expected to use a personal gmail google account for the certifications.

For this **three (3) credit-hour** course students should expect to spend up to **9+ hours a week** completing course activities.

Student Responsibilities:

- *Start class the first week of the term.*
- ***Be accountable by setting aside regular time each week to complete course activities and assignments on time as noted per the due dates.***
- *Learn how to use Canvas including communication tools (e.g. discussions, Canvas inbox, etc.). If you have technology-related problems contact the [Service Desk](https://www.uvu.edu/servicedesk/) (<https://www.uvu.edu/servicedesk/>).*
- *Abide by ethical standards. Your work must be your own.*
- *Contact your instructor as early as possible if an emergency arises. Do NOT wait until the last minute to ask for an extension.*

Instructor Responsibilities:

- *Respond to emails within ONE business day. If multiple emails are received regarding the same question or concern, they may be responded to with an announcement to the entire class.*
- *Provide timely, meaningful and constructive feedback on assignments.*
- *Facilitate an effective learning experience.*
- *Refer students to appropriate services for issues that are non-course content specific. For instance, technical issue, writing labs, accessibility services, etc.*
- *Mentor students through the course.*

Course Material

In this course we will be using Stukent.com's material named as ***Digital Marketing Essentials by Larson and Draper*** as a primary material for this course. We will also be using ***Skillshop by Google*** (<https://skillshop.withgoogle.com/>). You will be able to access the online learning modules using your Google/Gmail account. Besides, some additional material for specific weeks will be outlined under the Read/Watch/Review sections.

If you have any questions or if you experience in any errors while navigating Stukent.com, please use their following contact information.

Email: virtualta@stukent.com, (<mailto:virtualta@stukent.com>.)

Phone number: (855)-788-5368

The textbook chapters and the material uploaded by the instructor will be required readings throughout the semester and will be the basis of many of the weekly quizzes, and final exam. Please take the time to read and understand the materials. If you have questions, please reach out directly to me.

Course Website

This course will be administered online through Canvas and Stukent.com.

Grading and Late Work Statement

Grading Scale:

The following grading standards will be used in this class:

Grade	Percent
A	94-100
A-	90-93
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62

E	0-59

Late Work Statement:

The best way to be successful in this course is to submit all assignments by their due date. In case you are unable to meet a due date, contact your instructor (me) as soon as possible so we can try to discuss possible options for adjusted due dates. It is very important to participate and stay updated with all the work throughout the semester, as it is much more difficult to make up for it all at once.

Assignment and grading categories

I suggest you consistently perform well for a good grade. If you are having difficulty with the class, email the instructor (me) early on. I can't help you improve your grade if you wait until the end of the semester. I will not round your percentage grade up or down. **Final grades are just that: Final.** Only if you find errors in calculation or reporting, you can appeal to me.

Grading components	Points	Percentage of grade
Team Client (TC) Project	350	35%
Weekly quizzes (13 quizzes of 25 points each)	325	32.5%
Final exam	100	10%
Simulation	100	10%
Google Ads Certifications		
· Display Ads	35	3.5%
· Search Ads	40	4.0%
· Measurement	50	5.0%
Total	1000	100

Assignment and Assessment Descriptions

Assignments:

This course is more hands-on, wherein you get an opportunity to apply what you learn and help you develop skills that would help your career. Please find below the details of each of the course assignments and how they would be graded.

Google Ads Certifications

Assignments will prepare students for three official Google Certification exams over the course of the semester. These certifications are available for free as of now and available through Google Skillshop. Students need to submit a picture or pdf of the certificate of completion for receiving the points for the points. Please find the specific certifications and their website links below.

- Google Ads Search certification (<https://skillshop.exceedlms.com/student/path/18128-google-ads-search-certification> [_ \(https://skillshop.exceedlms.com/student/path/18128-google-ads-search-certification\)_](https://skillshop.exceedlms.com/student/path/18128-google-ads-search-certification))
- Google Ads Display certification (<https://skillshop.exceedlms.com/student/path/18061-google-ads-display-certification> [_ \(https://skillshop.exceedlms.com/student/path/18061-google-ads-display-certification\)_](https://skillshop.exceedlms.com/student/path/18061-google-ads-display-certification))
- Google Ads Measurement certification (<https://skillshop.exceedlms.com/student/path/18330-google-ads-measurement-certification> [_ \(https://skillshop.exceedlms.com/student/path/18330-google-ads-measurement-certification\)_](https://skillshop.exceedlms.com/student/path/18330-google-ads-measurement-certification))

Simulation (source: Stukent)

First, the simulation is quite fun! The simulation rounds will give a contextual understanding of digital advertising. It will enable you to apply and test the concepts you learn in each chapter. The simulation is available on the Stukent website since it comes as a part of the bundle. There are ten rounds of the simulation. Each round is due a particular week (please see class schedule). The simulation rounds are aligned with each chapter covered that specific week. The first round will technically open on September 27, 2021 and is due October 3, 2021. However, I will be opening the simulation about a week before (around September 20, 2021), so that you familiarize yourself with the simulation before starting each of the rounds.

It is likely that you may take a while (maybe a few first rounds) to understand the simulation. That is ok, not a problem. Please note that the simulation has a total of 100 points. **For grading, if you complete all the ten rounds by the specific deadline for each week, you receive 50 points right away!** The remaining 50 points will be based on how well you perform on each of the rounds. That means, if you complete each of the rounds each specific week, you get at least 50 points for the simulation! You will be able to see your points immediately after you run the simulation. You will receive the points in the form of percentages. I will be converting them out of a total of 50 points for the final grading. I suggest you complete each of the rounds and try to perform well on each of those. If you have any questions or cannot understand any component of the simulation, please email me and let me know.

Quizzes and Exams

Each chapter concludes with a quiz. The quizzes are timed and allow for two (2) attempts for each quiz. **The highest of the two scores will be considered in your grades.** If you do not take the quizzes by the due date of a particular week, you will not receive any points for that specific week's quiz.

The final will be based on the reading material, chapters from 1 to 13, chapter quizzes, and google ads certifications (search, display, and measurement). Please note that the questions coming from google ads certifications will not be exactly the same as those found in the certification exams. The questions will be different and will test your understanding of each of the certifications. There is no midterm exam in this course. **The final exam is open book, open notes, online, and timed.** Each exam is composed of a mix of multiple-choice questions, true or false, fill in the blanks, and essay questions.

Course Schedule

See **Course Schedule** (<https://uvu.instructure.com/courses/520572/pages/course-schedule>) page.

UVU Policies and Resources

Policies and Success Strategies (https://greengold.uvu.edu/_crs_info_master/success.html)

Accessibility Services (<https://www.uvu.edu/accessibility-services/students/>)

- Students who need accommodations because of a disability may contact the UVU Office of Accessibility Services (OAS), located on the Orem Campus in LC 312. To schedule an appointment or to speak with a counselor, call the OAS office at 801-863-8747. Deaf/Hard of Hearing individuals, email nicole.hemmingsen@uvu.edu or text 385-208-2677.

Campus Resources (https://www.uvu.edu/otl/students/campus_resources.html)

Tutor Information

To help every learner at UVU, the university has five tutoring labs across campus that offer both in-person and online modes of support. This is a free resource for all UVU students where peers work alongside of one another to work through and understand the concepts of the course. Because the program is a peer-to-peer program, not every course of every discipline can be supported each semester. However, the tutoring program is certified by the College Reading & Learning Association, which means that tutors are trained to share learning and study strategies during tutorial sessions that are often helpful regardless of the course. While tutors will not complete or correct homework for you, or help you on take-home tests or quizzes, they will help you understand and reinforce concepts that you are learning in this class. For more information about offerings and to see what courses are supported this semester, visit www.uvu.edu/academictutoring.

Will my course have a tutor this semester?

Because of our peer-to-peer approach to tutoring, the courses we support each semester are limited to the courses that our student employees have already successfully completed. This typically means

that 1000- and 2000-level courses are well covered and that we tend to have decent 3000-level course support. At the 4000-level we run into a little bit of a problem because the students who have successfully completed those course are either graduated and no longer eligible for student work or offered jobs in industry. We do our best to find master's students who can help with those upper-division courses, but it's not always perfect. If you're curious about a specific course, please feel free to email Laurie Toro (Laurie.Toro@uvu.edu) or myself (Skyler.Meeks@uvu.edu), and we can double check with our staff.


What will tutoring look like this upcoming semester?


Our anticipation is to have both in-person and online tutoring available to students, but with a heavy emphasis on online tutoring. The in-person tutoring will be by appointment only, while the online appointments will be open for both drop-in and appointment. One challenge we're running into is that our business lab space, WB111, is too small to have significant traffic; with social distancing in mind, we're looking at 2-3 sessions at a time. We've tried our best to make the virtual experience as similar to in-person as possible. Our online platform, Upswing, has video chat, a digital whiteboard, screen sharing, document uploading, and a few other educational tools. Students looking to schedule an appointment can visit uvu.upswing.io or call our front desk at 801-863-5376.

What other options are available for students?

In addition to our business lab, select classes each semester are offered targeted support via our Supplement Instruction program. This embedded tutoring program offers a series of weekly guided study sessions for students enrolled in historically difficult courses. For this upcoming fall 2020 semester, the SI will be offered for particular ACC 2010, MGMT 2240, and MGMT 2340 courses. This may not be helpful for every student, but it can be a great option for those in the targeted courses. For more information about our SI program and future course offerings, Aubrey Ryan (Aubrey.Ryan@uvu.edu) is the best point of contact. The Math Lab can be a great resource, depending on the subject. They have support in statistics, which is a focus of some business degree paths.

Technology Support Services

 For 24/7 technical support contact [Instructure's Canvas Support Live Chat](#)
(<https://cases.canvaslms.com/liveagentchat?chattype=student&sfid=001A00000085cNxIAI>)

 (385) 204-4930 (Available 24/7)