



COURSE OUTLINE

COURSE NUMBER:	DPS 16331 1901
COURSE NAME:	Web Marketing Communications
COURSE PRE-REQUISITE(S):	Marketing Fundamentals
INSTRUCTOR:	Holli Moncrieff
INSTRUCTOR CONTACT:	ih@jhmoncrieff.com
DATES AND TIME:	May 13 – June 24, 2019 6 Mondays, 9:00 a.m. – 4:00 p.m.
EXAMINATION DATES:	No examinations

Authorized equipment for all exams will be pens, pencils, and eraser. Unauthorized equipment or material will include all electronic devices, including cell phones and written course material. Your instructors may authorize additional material or equipment for this course.

Photo ID will be required for all PACE exams.

TECHNOLOGY REQUIREMENTS:	Laptop required
<u>OPTIONAL READINGS:</u>	Krug, S. (2013). Don't make me think, revisited: A common sense approach to web usability. (2nd ed.). Riders Publication. Williams, R. (2014). The non-designer's design book. (4th ed.). Peachpit Press.

NEXUS:

Course materials, resources and assignments will be posted on Nexus, the online course management system, supporting the delivery of this course. Please use your WebAdvisor username and password to log in to Nexus system to retrieve these materials and to access important class communication. Not all part-time courses are posted on Nexus; if not, materials, if applicable, are available in class.

COURSE DESCRIPTION:

This course introduces Web Marketing Communications and presents a framework to help students understand how to think about and implement effective Internet marketing programs. The focus is on using marketing levers to vary the level of intensity that the consumer has with a website to build a relationship with the customer through four stages: from Awareness, to Exploration/Expansion, to Commitment, and possibly through Dissolution.

This four stage customer-centric framework shows students how to use the Internet to create intense and profitable relationships with their customers. In addition to discussing the key levers that marketers can use to create relationships, we focus on two primary forces that the Internet brings to marketing - the Individual and Interactivity - detailing how these forces influence key marketing levers and how these forces can be leveraged to create intense relationships with customers.

LEARNING OUTCOMES:

On completion of this course, students should be able to:

- Recognize key communication theories, design models, and message characteristics influencing digital communication;
- Apply search engine and social media optimization strategies to boost search rankings;
- Deconstruct the characteristics of a viral message and identify the factors that make the message spread;
- Develop a digital brand strategy and know how to leverage brand reputation from a corporate, not-for-profit or political perspective;
- Critique various online business models and gauge the effectiveness of their online communication channels.

DISCLAIMER:

Please consider this course outline as a general guide. Time constraints and other unforeseen factors may require some adaptation of the course materials.

LECTURE SCHEDULE:

SCHEDULE DATES	LECTURE TOPICS	REQUIRED READINGS
May 13, 2019	Evaluating company/brand's target market - general target market - competitors - ideal customer Differentiating between B2B and B2C marketing	
May 20, 2019	NO CLASS	

May 27, 2019	Determining marketing strategies for client needs - mobile - content marketing - digital advertisements - affiliates	
June 3, 2019	Determining marketing strategies for client needs II - social media - email marketing - influencer marketing Quiz 1	
June 10, 2019	Analytics and Search Engine Optimization (SEO) - interpreting data collected - monitoring marketing plan through analytics - optimizing specific platforms for search engines - keyword research	
June 17, 2019	Tracking multiple digital campaigns to determine success/enhance - applying analytics - enhancements - conducting SEO audits Quiz 2	
June 24, 2019	Emerging technology & digital trends Boosting user experience/brand loyalty	

Remember to complete your course evaluation immediately after this course is complete. We take your feedback very seriously and use it to continually improve our courses and programs.

- **Full time course evaluations are available on NEXUS**
- **Part time and online course evaluations will be emailed to you**

VOLUNTARY WITHDRAWAL:

Students can voluntarily withdraw from a course up to the 75% point in a course without any academic penalty. Note that this does not include the hours for the invigilated exams. It is the student’s responsibility to withdraw this course to ensure no academic penalty is incurred. Please consult the Registration Office or Academic Advisor for a **Request for Voluntary Withdrawal** form.

METHOD OF EVALUATION:

VALUE	ITEM OF WORK	DUE DATE
15%	Assignment: Market Analysis	May 20, 2019
15%	Assignment: Mini Digital Marketing Strategy	May 27, 2019
15%	Quiz: Quiz on content in class	May 27, 2019
15%	Assignment: Collective Digital Marketing Campaign	June 3, 2019
15%	Quiz: Quiz on content in class	June 10, 2019
20%	Final Project: Comprehensive Digital Marketing Campaign	June 17, 2019
5%	Participation	Ongoing

All applicable assignments must be typed, as well as formatted and referenced according to APA 6th Edition specifications. See the policy on the UWINNIPEG Academic Writing Standards.

MINIMUM GRADE:

Students must receive a minimum grade of “C”, or better, in all courses within the program requirements to graduate.

PARTICIPATION:

Participation is an important component of a meaningful learning process. Contributions to class activities, group work, and class discussion will enhance your academic success and contribute to a more positive and productive learning environment. Participation is a reflection of actively engaging in class room work and attentiveness to the contributions of others and the instructor. Participation is also a reflection of being present in the classroom in a timely fashion and not distracting others.

PARTICIPATION GRADE RUBRIC:

GRADE	CHARACTERISTICS / DESCRIPTION
1	Displays most or many of the following: Does not participate in class discussion. Does not ask questions. Does not listen when others speak or interrupts discussion. Is distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations etc.). Is almost never prepared. Misses all or nearly all classes, is late for all, or nearly all, start of the class, or is late returning from breaks.

3	Displays most or many of the following: Is present, but responds minimally when asked directly. Is adequately prepared for class, but does not analyze or provide interpretation. Rarely asks questions, and does not always listen when others speak; is sometimes distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations, etc.). Is often absent or often late for the start of the class or returning to class after break
5	Displays all or nearly all of the following: Very well prepared – read materials and relates it to other materials (readings, course material, discussions, experiences, etc.). Evaluates and analyzes material, and offers new and insightful approaches. Significantly contributes to discussion – listens to classmates and provides further analysis to maintain discussion. Very active discussion. Attends every class, is never late for the start of class or returning from break. Is always, or nearly always, attentive to class discussions and the instructor, never uses cell phone, computer or engages in sidebar conversation.

RESEARCH POLICY:

Students who plan to conduct research interviews, focus groups, surveys, or any other method of collecting data from any person, even a family member, must obtain the approval of the appropriate ethics committee before commencing data collection. Exceptions are research activities as a learning exercise to satisfy course requirements with no intent to publish as research.

POLICY FOR LATE ASSIGNMENTS:

- All assignments will be given a due date.
- Individuals who cannot meet the deadline and have a legitimate reason (i.e., illness supported by a medical certificate relative to the due date), must request an extension in writing from the instructor no later than the 24 hours before the deadline.
- Students who do not receive an extension from the instructor will receive a grade of zero on the assignment if the assignment is not submitted by the due date.
- It is the student's responsibility to retain an electronic copy of ALL assignments submitted for grading.

STUDENT HANDBOOK AND ACADEMIC REGULATION AND POLICY INFORMATION:

Refer to the [Student Handbook](#) for academic and general PACE policies. This information is also available on the UWinnipeg PACE website.

It is the students' responsibility to read the policies outlined in the PACE Student Handbook for all University of Winnipeg Academic regulation and policy information.

ACADEMIC MISCONDUCT:

Please refer to the Academic Misconduct Policy in the most recent version of the University of Winnipeg General Calendar, under Student Discipline, Section 8a, or see:

- [Academic Misconduct Policy](#)
- [Procedures: Academic Misconduct Policy](#)

UWINNIPEG RESPECTFUL LEARNING POLICY:

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at www.uwinnipeg.ca/respect.

ACADEMIC ACCOMMODATIONS:

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or accessibilityservices@uwinnipeg.ca to discuss appropriate options. All information about a student's disability or medical condition remains confidential. <http://www.uwinnipeg.ca/accessibility>.

UWPACE GRADING SYSTEM:

Letter Graded	Percentage	GPA	<u>Pass/Fail</u>	
A+	96-100	4.50	P	Pass
A	91-95	4.00	F	Fail
A-	83-90	3.75	<u>Non-Graded</u>	
B+	75-82	3.50	CP	Certificate of Participation (75% Attendance)
B	70-74	3.00	NC	No Certificate of Participation
C+	66-69	2.50	<u>Special Designations</u>	
C	57-65	2.00	I	Incomplete
D	50-56	1.00	TC	Transfer Credit
F	<50	0.00	S	Standing

DISCLAIMER:

Please retain a copy of this course outline for reference purposes and/or future academic endeavor.

Note: PACE archives course outlines in PDF format for a period of five years and charges an administrative fee for archived course outline requests.