

**School of Business**

**Department of Marketing & International Business**

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| **Course Name:** | **Digital Marketing and Social Networking For Business** |
| **Course Code**  **& Section No:** | **MKT 330** |
| **Semester:** | **FALL 2018** |

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| Instructor & Department Information | |
| 1. **Instructor Name:** | Emran Mohammad | |
| 1. **Office Location** | NAC 725 | |
| 1. **Office Hours:** | MW: 1:00pm – 2:30 pm  R: 11:00 am – 1:00 pm  A: 2:40 pm – 6:00 pm | |
| 1. **Email Address:** | emran.mohammad@yahoo.com | |
| 1. **Department:** | Marketing & International Business | |
| 1. **Links:** | North South University Website: <http://www.northsouth.edu>  School of Business Website: <http://www.northsouth.edu/academic/sbe/> | |

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| Course & Section Information | |
| **Class Time & Location** | MW: 2:40 pm – 4:10 pm (NAC 314)  RA: 1:00 pm – 2:30 pm (NAC 506) | |
| **Course Prerequisite(s)** | MKT 202 | |
| **Course Credit Hours** | 3:0 | |
| **Course Description** | The purpose of this unit is for students to acquire the skills necessary to develop and implement strategies for new-generation marketing and business development opportunities within their organizations. This unit is designed to introduce students to conceptualizing, developing and using marketing computer-mediated environments (CMEs). Students are introduced to the concept of e-business marketing as a metaphor for skills and capabilities required for twenty-first century marketers, based around marketing orientation as customer value creation using CMEs, and viewing marketing as a set of information flows using new and emerging electronic business technologies. | |
| **Course Objectives** | This unit prepares students for a globalized world of scientific and technological advances. In this unit, students will learn about the dynamic world of digital marketing. They will develop knowledge and understanding of the fundamentals of e-business marketing principles, which they can implement to support the strategy, desired goal and sustainable growth for both organizations and society at large. | |
| **Student Learning Outcomes** | On successful completion of this course, the students should be able to:   * Understand the concepts and approaches to E-Business Marketing * Understand contemporary and emerging skills and capabilities required for Marketing in the digital age * Understand the new marketing philosophies and practices in areas such as Online * Advertising, Search-Engine Marketing, Collaborative and Social Media * Explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services | |

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| Learning Resources And Textbook(s) |

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| **Author** | **Title** | **Edition** |
| **Main Text Book:**  Strauss, J., & Frost, R. (2014).  **Additionally Similar Topic Covered By: Reading List:**  **Recommended texts:** | E-Marketing: International Version: Pearson Education. (ISBN-13: 9780132953443). This text can be purchased from the NSU Book Shop.  A list of supplementary readings will be provided. Students are required to obtain those articles by going to **NSU book Shop** and accessing the relevant journals.  In addition to the required readings, students are strongly encouraged to read widely in the area and to particularly use the World-Wide-Web as a powerful source of research in this subject. Other recommended texts include:   * Li, C., & Bernoff, J. (2011). Groundswell: Winning in a world transformed by social technologies (expanded and revised ed.). Boston, Massachusetts: Harvard Business Review Press. * Anderson, C. (2009). The Long Tail: How endless choice is creating unlimited demand. London: Random House Business Book. | 7th Edition |

**Others (Reference Books, CD ROMS, DVDs, e-Library, Internet, Articles, …)**

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| ***Resource Type*** | ***Description*** | ***Type*** | ***Comments*** |
| Power point slides/ Handouts/Internet | Information about marketing information and practices | Newspaper Articles, websites, videos, other form of articles | The instructor will provide and/or direct to the sources. |

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| Teaching Strategy (Online, classroom, blended, self directed through CD, web-based courses and DVD…) |

The course is assessed by means of two midterms, one final, one final project with presentation and several quizzes and assignments both individual and group. Students are expected to actively involve and take initiative for their own learning experience.

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| Assessment Strategy and Grading Scheme | |
| **Grading tool** | **Points** |
| Research | `10% |
| Individual Participation | 5% |
| E-Business Plan and Presentation | 20% |
| 3 Quizzes (Best 2) | 10% |
| Midterm Exam 1 | 15% |
| Midterm Exam 2 | 15% |
| Final Exam | 20% |
| Attendance | 5% |
| **Total** | **100%** |

Please Refer to NSU Student Handbook, Section: “Grading Policy”

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| Classroom Rules of Conduct |
| 1. You cannot use your **laptops** in the class for class related work 2. Use of **cell phones** in class is not permitted. 3. Students are advised to frequently refer to the **Student Handbook of North South University** on the following link: 4. **Academic Integrity Policy:**   School of Business does not tolerate academic dishonesty by its students. At minimum, students must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications.  Students are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences.   |  |  | | --- | --- | | **E-Business Plan and Presentation (20%)** |  | | Working in groups, students will complete a marketing plan for a new e-business venture. The  Project is designed to provide students with insights into how marketing technologies, tools, and Applications can be used to develop and implement e-marketing strategy. This assignment has two components: Progress Presentation (05%) and Written Plan (15%). Report Type: essay in MS word (1.5 spaced and 12-Font). ***The report is due on your presentation day. Any request for late submission will result in ‘F’ grade.***  **This Assessment Task relates to the following Learning Outcomes:**   * Understand the concepts and approaches to E-Business Marketing * Understand contemporary and emerging skills and capabilities required for Marketing in the digital age * Understand the new marketing philosophies and practices in areas such as Online Advertising, Search-Engine Marketing, Collaborative and Social Media | |   Please Refer to NSU Student Handbook, Sections: “Disciplinary Actions” and “Procedures and Guidelines” |
| * Explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services |

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| **Research** |  |
| |  | | --- | | Exams & Make Up Policy | | In order to complete the course, students must submit all the required assignments and sit for the exams. Make-up exams are not given unless there is a major circumstance preventing the student from sitting in the exam (official material evidence is required). The timing of the make-up is to be fixed with the instructor of the course if granted.  Cell phones are prohibited in exam sessions. |   You are required to select one Bangladesh based company that has a strong online presence. Your job is to study their online activities, talk to the organization and find out where, why and how are they doing their online marketing and whether it did them any good? | |

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| Attendance and Class Participation Policy |
| Students need to be present in all the classes if he or she aspires a good grade. Class participation is different from class attendance. As this is a marketing course, students should practice participating in class discussions. Logical, creative and innovative participation will lead to 5% marks. In addition to this class behavior and punctuality will also affect this mark. |
| Communication Policy |
| All communications should take place using the instructor’s email. In addition, students can communicate in the class or during the instructor’s office hours. |

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| Appropriate Use Policy |
| All members of the North South University community must use electronic communications in a responsible manner. The University may restrict the use of its computers and network systems for electronic communications subject to violations of university policies/codes or local laws or national laws. Also, the university reserves the right to limit access to its networks through university-owned or other computers, and to remove or limit access to material posted on university-owned computers. |

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| Students With Special Needs |
| North South University will provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities/special needs that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their instructors to ensure that their needs are met. The University through its Special Need section will exert all efforts to accommodate special needs.  Special Needs Section  Telephones: Location:  Email:  Please Refer to NSU Student Handbook, Section: “Special Needs Services”  The above service is not in place now but will be developed in the near future. |

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| Students Support and Learning Resources |
| 1. SOB-Learning Center: 2. The University Student Learning Support Center (SLSC): These centers provide academic support services to students at NSU. The SLSC is a supportive environment where students can seek assistance with academic coursework, writing assignments, transitioning to college academic life, and other academic issues. SLSC programs include: Peer Tutoring, the Writing Lab, Writing Workshops, and Academic Success Workshops. Students may also seek confidential academic counseling from the professional staff at the Center.   Students Learning & Support Center (SLSC)  Tel:  Fax:  Location:  E-mail:  This service will be available in the near future. |

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| Students Complaints Policy |
| Students at North South University have the right to pursue complaints related to faculty, staff, and other students.  The nature of the complaints may be either academic or non-academic.  For more information about the policy and processes related to this policy, you may refer to the student handbook. |

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| **Detailed Class Schedule** |  |

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| **Class** | **Chapter** | **Agenda** |
| 01 | Introductory Class | |
| 02 | Chapter 1 | **Past, Present, and Future** |
| 03 | Chapter 2 | **Strategic E-Marketing Planning & E-Business Models** |
| 04 | Chapter 3 | **The E-Marketing Plan** |
| 05 | Chapter 4 | **Global E-Markets** |
| 06 | Chapter-5 | ***Quiz 1 (Chapter 1,2,3,4)*** |
| **Ethical and Legal Issues** |
| 07 | Chapter 5 Continues | **Ethical and Legal Issues** (Part II) |
| 08 | Chapter 6 | **E-Marketing Research** |
| 09 | ***Mid I (Chapter 1,2,3,4,5,6)*** | |
| 10 | Chapter 7 | **Connected Consumers Online** |
| 11 | Chapter 7 Continues | **Connected Consumers Online** (Part II) |
| 12 | Chapter 8 | **Segmentation, Targeting, Differentiation, and Positioning Strategies** (Part I) |
| 13 | Chapter 8 Continues | **Segmentation, Targeting, Differentiation, and Positioning Strategies** (Part II) |
| 14 | Chapter 9 | **Product: The Online Offer** |
| 15 | In class Exercise | **Quiz 2 (Chapter 7,8,9)** |
| Demonstration Class on E-business Plan |
| 16 | Chapter 10 | **Price: The Online Value** |
| 17 | Chapter 11 | **The Internet for Distribution** |
| 18 | Chapter 11 | **The Internet for Distribution** (Part II) |
| ***Mid II (Chapter 7, 8, 9, 10,11)*** | | |
| 19 | Presentation on Concept Paper and Group Presentation Tactics | |
| 20 | Chapter 12,13,14 | **E-Marketing Communication: Owned Media**  **E-Marketing Communication: Paid Media**  **E-Marketing Communication: Earned Media (Part-1)** |
| 21 | Chapter 12,13,14 | **E-Marketing Communication: Owned Media**  **E-Marketing Communication: Paid Media**  **E-Marketing Communication: Earned Media (Part-2)** |
| 22 | Chapter 12,13,14 | **E-Marketing Communication: Owned Media**  **E-Marketing Communication: Paid Media**  **E-Marketing Communication: Earned Media (Part-3)** |
| 23 | Chapter 15 | *Quiz 3 (Chapter 12,13,14)* |
| **Customer Relationship Management** |
| 24 | Chapter 15 | **Customer Relationship Management (Part-2)** |
|  | **Review Class** | |
| **Presentation Day** | | |
| **Final Exam (Chapter 12,13,14,15)** | | |

Note: The instructor reserves the right to make changes to the syllabus if necessary.

* Syllabus is subject to change. Any form of change will be notified in the class
* **No make-up exam** is allowed in my course

**Together we will make the semester a fun one ☺**