

Instructor:  
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## **BUS 5520: Digital Marketing Strategy**

**Mondays (6pm-9pm)**

### **INTRODUCTION**

This course is designed to help you become a more strategic digital marketer as you compete in today's marketplace. While today's media toolkit is vast, this course focuses on building a solid digital strategy that guides the use of various marketing tactics. You will do a variety of activities and assignments to prepare you to engage the culture and change the world with the help of a refined digital strategy.

### **COURSE OBJECTIVES**

**After successfully completing this course in Digital Marketing Strategy, students will:**

1. Learn the importance of understanding their personal vision and how a digital marketing strategy can further their mission.
2. Understand the principles of effective digital marketing strategy and how to think critically along each phase of the customer journey.
3. Know how to analyze marketing data to uncover the needs of individuals, groupings, and markets.
4. Gain a broad knowledge of various digital marketing tools and tactics to implement when relevant. (SEM, SEO, mobile, display, and social media).
5. Acquire deep insights from industry leaders in various digital marketing disciplines which they can integrate into their own personal or corporate marketing initiatives.
6. Get practical experience using digital marketing strategies and tools that have an actual impact on their lives and the communities in which they live.
7. Learn to analyze and evaluate the results of their digital marketing initiatives.

### **CERTIFICATE OF COMPLETION**

This Digital Marketing Strategy course offers a Certificate of Completion to those who fulfill the attendance and engagement requirements outlined below. This course is set up on a pass / fail basis.

### **ATTENDANCE**

Students must attend **80%** of the classes to pass the attendance portion of the course. Attendance will be taken at each class session.

## ENGAGEMENT REQUIREMENTS

**All assignments, presentations and exercises must be completed to receive a Certificate of Completion.** All assignments must be completed on time. (If a student is unable to complete a written assignment or presentation by the due date, it is up to you to make arrangements with the instructor for possible make up. Assignments will not be accepted after April 13th, 2015 at 9pm, regardless of due date.)

To ensure that assignments and presentations are of the highest quality, the instructor will provide a rubric outlining the elements necessary for fulfillment. These will be provided when the assignment is introduced.

The assignments will include content development and corresponding presentations to the class. They are as follows:

### **Content Development:**

**Personal Brand Vision Statement**

**Personal Brand Platform**

**Cool Tools Executive Summary (3x)**

**Group Digital Marketing Strategy**

**Group Digital Marketing Execution**

### **Presentations:**

**Personal Interview (3 minutes)**

**Personal Brand Platform (15 min.)**

**Cool Tools (3 min each)**

**Group Presentations (30 min. per group)**

## **ADA Compliance**

Students with specific disabilities that qualify for academic accommodations must contact Disabled Student Services in the Center for Learning to make your accommodations request. Once your eligibility has been determined, Disabled Student Services will send a Disability Verification Letter indicating what accommodations have been approved.

## **Emergency/Disaster Response**

Consult the Emergency Closure Hotline (206.281.2800) or the SPU website in case of inclement weather or other possible emergent situations. Subscribe to cell phone alerts from the SPU emergency notification system.

Call the Office of Safety & Security (OSS) at 206.281.2922 to report an emergency or suspicious activity. SPU Security Officers are trained first responders and will immediately be dispatched to your location. If needed, the OSS Dispatcher will contact local fire/police with the exact address of the location of the emergency.

## Lockdown / Shelter in Place – General Guidance

The University will lock down in response to threats of violence such as a bank robbery or armed intruder on campus. You can assume that all remaining classes and events will be temporarily suspended until the incident is over. Lockdown notifications are sent using the SPU- Alert System as text messages (to people who have provided their cell phone numbers as described below), emails, announcements by Building Emergency Coordinators (BECs), and electronic reader board messages.

If you are in a building at the time of a lockdown:

- ☐ Stay inside and await instruction, unless you are in immediate visible danger.
- ☐ Move to a securable area (such as an office or classroom) and lock the doors.
- ☐ Close the window coverings then move away from the windows and get low on the floor.
- ☐ Remain in your secure area until further direction or the all clear is given (this notification will be sent via the SPU- Alert System).

If you are unable to enter a building because of a lockdown:

- ☐ Leave the area and seek safe shelter off campus. Remaining in the area of the threat may expose you to further danger.
- ☐ Return to campus after the all clear is given (this notification will be sent via the SPU- Alert System).

## Evacuation – General Guidance

Students should evacuate a building if the fire alarm sounds or if a faculty member, a staff member, or the SPUIAlert System instructs building occupants to evacuate. In the event of an evacuation, gather your personal belongings quickly and proceed to the nearest exit. Most classrooms contain a wall plaque or poster on or next to the classroom door showing the evacuation route and the assembly site for the building. Do not use the elevator. Once you have evacuated the building, proceed to the nearest evacuation location. The “Stop. Think. Act.” booklet posted in each classroom contains a list of evacuation sites for each building. Check in with your instructor or a BEC (they will be easily recognizable by their bright orange vests). During emergencies, give each BEC your full cooperation whenever they issue directions.

## SPU- Alert System

The SPU- Alert System provides notification by email and text message during an emergency. Text messaging has generally proven to be the quickest way to receive an alert about a campus emergency. To receive a text message, update your information through the Banner Information System on the web,

<https://www.spu.edu/banweb/>. Select the Personal Menu then choose the Emergency Alert System. Contact the CIS Help Desk if you have questions concerning entering your personal contact information into the Banner Information System.

## Additional Information

Additional information about emergency preparedness can be found on the SPU web page at

<http://www.spu.edu/info/emergency/index.asp> or by calling the Office of Safety & Security at 206- 281- 2922

## **\*COURSE CALENDAR**

Date	Time	Topic	Read:
02/09/15	6:00-6:50	Introduction / Icebreaker / Course Syllabus	Being Digital
	7:00-7:50	Developing a Personal Vision / Digital Vision	
	8:00-8:25	Introducing the Personal Brand Platform	
	8:30-9:00	Personal Vision Interviews	
02/16/15	6:00-6:50	Vision Speeches	Starfish & Spider
	7:00-7:50	Revolution Strategy / Spotlight: Tamrat Layne, PM	
	8:00-8:25	Community Needs / Assessment	
	8:30-9:00	RedRing Platform / Digital + Boots	
02/23/15	6:00-6:50	Understanding Ecosystems (Users/Media/Digital SWOT)	Tech Crunch
	7:00-7:50	Data-Driven Strategy/Spotlight: Todd Herman, RNC	
	8:00-8:25	Introduce Group Project	
	8:30-9:00	Group Formation / Questions	
03/02/14	6:00-6:50	RACE: Making A Digital Plan	GigaOm
	7:00-7:50	Targeting / Spotlight: Chris / Fly Paper	
	8:00-8:25	Group Time / Brand Platform Q&A	
	8:30-9:00	Introduce Cool Tools /Matt Markovich, KOMO Tech Rep	
03/09/15	6:00-6:50	Cool Tools	
	7:00-7:50	Proposition / Spotlight: Brett Borders, GMI CD	
	8:00-8:25	Content Strategy	
	8:30-9:00	Group Time / Brand Platform Q&A	
03/16/15	6:00-6:50	Cool Tools	Web 2.0
	7:00-7:50	Conversions / Spotlight: Patrick McKenna, StrikeSocial	
	8:00-8:25	Analysis & Optimization	
	8:30-9:00	Group Time / Brand Platform Q&A	
03/23/15	6:00-6:50	Cool Tools	Tribes
	7:00-7:50	Engagement / Spotlight: David Bluhm, Z2Live Mobile	
	8:00-8:25	Creating Ambassadors	
	8:30-9:00	Group Time / Brand Platform Q&A	
03/30/15	6:00-6:50	Cool Tools	
	7:00-7:50	The Power of Presentation: Physical	
	8:00-8:25	The Power of Presentation: Digital	
	8:30-9:00	The Power of Presentation: Digital	
04/06/15	6:00-6:50	Brand Platform Presentations	
	7:00-7:50	Brand Platform Presentations	
	8:00-8:25	Brand Platform Presentations	
	8:30-9:00	Group Presentation Prep	
04/13/15	6:00-6:50	Group Presentation	
	7:00-7:50	Group Presentations / Group Evaluations	
	8:00-8:25	Success Story Presentations	
	8:30-9:00	Class Evaluations	

*\*The course calendar is subject to change. You are responsible for any announcements made in class regarding any revisions and any re-scheduling that may be necessary.*