Mission Statement:

Our mission is to serve as a leading center of Christian thought and action providing an excellent education from a biblical perspective and global context in pivotal professions to equip Christian leaders to change the world.

**Course Syllabus**

**School of Communication & the Arts**

**Regent University**

**SCA 507**
Digital Media Marketing
Spring, 2013
Online

**Instructor Information**

*Professor: Dr. J.D. Keeler*
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*Office Hours: M, 2-6 p.m.; Th, 10 a.m.-12 p.m.*
*Office Location: Communication and Arts Building-263*

All students are required to read and have a thorough understanding of the syllabus. Any questions or concerns need to be addressed to the instructor.
Course Description

In our current digital media environment, traditional ways of marketing—basically the development of, pricing, distribution and promotion of products and services—either no longer apply or have necessitated dramatic adjustments for new and evolving communication technologies. The need is for new marketing paradigms, strategies, techniques, and skills adapted to both a continually changing media milieu and a changing global culture.

This course, a blend of theory and practice, involves critical thinking, creativity and hands-on application. It is designed to explore new and emerging marketing strategies, principles, practices and techniques associated with today’s digital media. The course also explores marketing effects on individuals, audiences, publics and cultures. Interactive marketing theories, database and search engine marketing, innovative digital media product development, branding, distribution and social influence strategies will be explored. Special emphasis will be placed on current and emerging strategies being employed in journalism, public relations, television, film and other communication fields and those best suited for entrepreneurs trying to market new products, services or ministries in these fields and others. Particular tools used in today’s marketing environment will be studied, applied and evaluated for effectiveness.

The course is a requirement for graduate students enrolled in the Strategic Communication and Journalism program and a valuable elective for all graduate students in other programs, either within the School of Communication and the Arts or other schools within Regent University. The course also is open to alumni who have graduated from the School of Communication and the Arts’ programs, as a means of helping them update their understanding and use of digital media marketing.

Course Outcomes

Upon completion of this course you should have:

1. A greater understanding of interactive marketing theories and principles unique to the current digital age.

2. A grasp of current trends and issues related to marketing through the Internet, social media, mobile and related technologies.

3. Learned how digital media marketing is being applied in various professional fields or contexts—media and entertainment, journalism, public relations, Christian ministries and others.

4. Become familiar, through a series of hands-on practical experiences, with research practices and industry tools used to create and evaluate digital media marketing efforts.
5. Increased your ability to use, for marketing purposes, some of the more common digital media marketing vehicles of today (e.g. websites, blogs, social network platforms, virals/video sharing, games, mobile media, email and more).

6. Developed a more global perspective of marketing through digital media and technologies.

7. Gained practical experience in systematically evaluating and reporting the digital media marketing needs of organizations, including a church or ministry, and making recommendations to the organizations’ leaders.

Integration of Faith and Learning

A special goal of this course is to investigate how biblical truth and the Christian faith and community have both influenced and been shaped by innovations, events and changing ideas and practices associated with marketing communication and digital media marketing in particular. You should finish this course with a greater appreciation of the ethical challenges digital media marketing presents and a better understanding of how to respond to those challenges through the lens and application of God’s Word.

Technical Competency

This class has no specific technical prerequisites but students need to be generally web and Internet savvy. Access to high speed Internet is important and being able to work on a fast computer is highly advisable.

Course Format

This course will be “team taught” by Dr. Keeler and Dr. Pfeiffer. A Regent University Blackboard course site has been established for this course. A copy of the course syllabus and certain course materials, including grades, will be placed there. This can be accessed by anyone that is registered for the course.

Each week of the semester, course announcements, materials, discussion assignments or exercises, and/or project guidelines or tutorials will be uploaded or placed at our Blackboard course site. Some announcements also may be made through the Twitter social network (This will be explained in more detail once our course begins). Normally, new topics related to the course will be addressed each week (see syllabus “course schedule”). However, readings, assignments, discussion or projects related to them often will continue for a longer period of time, with a completion date provided in each instance. In other words, we may quite often be introducing new topics, readings, assignments or projects while still discussing or completing previous ones. This overlapping strategy, though requiring close attention to course
“announcements,” our course syllabus schedule and the “week to week” component of our Blackboard course site, seems to best provide opportunities to be meaningfully engaged with subject matter, readings, assignments and others in the class and have a fruitful digital media marketing learning experience overall.

The course is structured in a way in which theories related to digital media marketing are frequently applied through creative applications of strategies and communication tools. This will be accomplished in part through three multi-faceted projects, weekly discussion assignments that often have an applied component and related readings and materials.

You also are encouraged to share written, audio or visual materials that you discover and believe would be meaningful to our study of digital media marketing.

On Campus Sessions

On campus students participate in all aspects of the course that are undertaken online. In addition, a number of on campus sessions for students in the Virginia Beach area may be offered during the semester. The purpose, nature and number of these sessions will be dependent on the size and composition of our class. A time and meeting place for these sessions will be announced once our class has started.

Required Texts

The digital media environment is constantly changing and subsequently digital media marketing strategies and practices are in continuous flux. Books that comprehensively cover digital media marketing and all that we will cover in this course are either not available, not written for the graduate level of instruction or become quickly dated. Although the books below suffer from some of these problems, they are generally enlightening, informative and practical. They will be used as points of departure for more in-depth discussion and application.


(The three books above are relatively inexpensive and can be purchased through the Regent University bookstore or an online retailer of your choice.)

This e-book is a Kindle edition available through Amazon.com for a modest price. Rather than going to the Regent University bookstore, it should be obtained directly from Amazon.com. It can be easily purchased and downloaded from there.

**Assigned Readings**

We will be using a variety of other book chapters, scholarly journal or trade articles, case studies and readings or examples found at various websites. These will be placed or linked at our Blackboard course site. These readings normally will be related to topics scheduled for any particular week in the course and/or are related to either discussion exercises or other projects that will be undertaken in the course. They typically will be provided at the time the specific exercises or project guidelines are posted and explained.

**Recommended Readings**


**Projects**

You will be actively engaged in three major projects and a number of smaller applied assignments which we believe you will find are excellent learning experiences. The overall goal of these projects together is to enhance your ability to evaluate the digital media marketing needs of organizations, recommend and/or develop ways of meeting these needs and provide you with opportunities to become familiar with and utilize various communication vehicles through which digital media marketing efforts.

**Google Ad Word Campaign**

The primary goal of this project is provide you with a practical opportunity to learn more about Google Ad Word campaigns and to development and implement a Google Ad Word campaign for an organization of your choice.

Google Ad campaigns, based on keyword searches, are one of the most effective online marketing tools. You will be engaged in a real “pay per click” Google campaign tied to your selected organization and its website. The project involves setting up the campaign, monitoring and fine tuning it, and a statistical evaluation of the campaign’s effectiveness. The cost to students for this Google project will be $100 or less. A credit card will be necessary.

Students need to select and contact an organization (any type of business or non-profit organization) or ministry that already has a well- established website and is willing to allow you to develop a Google Ad Word campaign. This project will be used to generate user traffic to that site.
The organization you select for this project should not be the same organization or ministry you use for your Christian Organization Consulting Project (see below).

If you already have an ongoing business or other type of organization of your own that has a well-developed and already active website, you may be able to use this for your Google Ad Word campaign. Please contact Markus Pfeiffer if you have any questions about this.

Specific guidelines and materials for undertaking this project will be provided once our course begins.

**Personal Website Project**

You also will be involved in developing a personal website through which a number of smaller digital media marketing projects and discussion assignments will be applied.

The main goal of this project is to provide you with a realistic learning experience through which you can not only further your ability to develop a website for your own but to learn how to market to it and through it using social media, YouTube and other communication vehicles.

A secondary goal of the project is to have it contribute to an “e-portfolio” that you could show to prospective employers.

For those of you who already have created a Word Press site in the COM 636 course in the fall semester or in another class, you are welcome to use and continue to develop this for the “personal website project.” If you do not already have a personal website, please work with Dr. Pfeiffer in developing a basic Word Press site in the very early part of our course.

In preparation for some of these projects you need to make sure that you have a domain name and working webhosting account with 1 & 1. This is a company that we have used in COM 636 for other web related projects.

If you don’t have a webhosting account, please contact Markus Pfeiffer to sign up for the proper account. **NOTE: No other hosting account such as sold by GoDaddy and others can be used for this class. You need to make sure that you purchase exactly the 1 & 1 Home or Business Linux Account.**

If you already have another website you are currently, actively using to promote yourself or specific products or services (e.g. your business, films, articles, ministry, cause, etc.) you have been promoting as an entrepreneur, its possible this could be used for this particular project.

Further details about this project and its various parts will be explained once our course is launched.
Christian Organization Consulting Project

Purpose of the Project

The purpose of this project is threefold: (1) to enable you to assess in depth the digital media marketing needs of an actual Christian organization and develop a basic plan or recommendations for addressing those needs more effectively; (2) to not only bring concepts and principles of digital media marketing to life but to undertake a project that will truly benefit a Christian organization and its leaders of your choosing; (3) to encourage you to provide biblically based justification for whatever you recommend to the organization and thus help you crystallize your own Christian perspective of digital media marketing and how it should be practiced.

Picture yourself as an in-house or outside consultant or part of a team asked to address the above. Because of time constraints, a full-fledged, extensive, professional research effort and report that might be produced by a professional consultant is not possible. However, you should think of the project in very professional terms when dealing with the particular organization and its leaders and develop a report for them that has a professional look and provides meaningful advice the organization may apply. Plan to present this report to the organization’s leaders when it is completed.

Most of all, however, have fun with the assignment.

Select an Organization

Choose one of the following: (1) a local church; (2) a Christian missions or outreach organization. This should be an actual organization. Ideally, it is one that you are greatly interested in, perhaps have access to and in which you can interact with its leaders. It should at least be one in which you can go through a thorough fact finding process that enables you to make specific and meaningful recommendations. Its size does not matter, although very large organizations can be unwieldy for the purposes of this assignment and very small organizations, particularly ones not involved much with digital media marketing at this point may not yield the best learning experience. In the case of a very large organization, you might focus on a particular branch of the organization or department within it.

*The organization you select should not be the same organization you will be working with for your Google Ad Word campaign project.*
**Conduct Research or Fact Find**

Although you do not need to conduct formal research that provides primary data, find out as much as you can about the organization, its history, mission, goals, composition, structure, forms of ministry, the various internal and external publics it typically serves or wants to serve, the image it projects or desires to project, competitive and outside organizational influences that may shape how it “markets, and perhaps key political, social, technological, economic, religious and ethical “macro” trends that may influence what it is or is currently doing.

Some of this may be learned through discussion with the organization’s leaders or other personnel. A lot of it will be gained through examining various media/communication content, promotional materials, documents and other materials the organization had produced.

Focus most on its past and current marketing efforts: products/services/ministries and essentially the ways they have been developed, promoted, distributed and priced or the perceived “costs” to those that use them.

Research also can involve discovering what similar or other organizations have or have not been doing relative to digital media marketing recently and how that might apply to your selected organization’s needs.

In finding out about and assessing the church or mission or outreach organization’s marketing efforts concentrate most on its digital media marketing efforts or how it is adapting to the current digital media environment in this respect, as it develops, distributes, promotes and prices its products or services. For example, in what ways is it utilizing an organizational website(s), social networks, blogs, mobile media, or any other digital media elements or applications of them for marketing purposes and how well do these line up with trends, issues, ideas, and practices you have learned or will learn about?

**Assess the Church or Mission Organization’s Digital Media Marketing Needs**

Based on your fact-finding effort, thoroughly assess the digital media marketing needs of the local church or mission organization. Be as specific as you can in your evaluation, not just generally but as it relates to particular marketing needs that already have been tried by the organization and what you believe needs to discontinued, refined or added to what already is taking place.

**Develop Recommendations**

Develop a list of realistic recommendations for the organization regarding how it can better market its products/services/ministries through digital media. The number of recommendations will vary depending on the particular organization and its needs. Be as specific and thorough as you can. Very general, vague recommendations are seldom helpful to organizational leaders.
Be sure to justify **each** of the recommendations, especially based on what you specifically learned about the organization and its needs and in light of current digital media marketing trends and issues generally.

**New “Product” Idea(s)**

Based on what you learned about the organization, develop and thoroughly justify at least ONE totally new product, service or ministry you believe the organization could develop and market and which is primarily dependent on taking advantage of the current digital media environment in some way to do so. Describe specifically how this would be done.

**Develop a Report**

Develop a typewritten report in which you present what you found and propose. The report should contain the following parts: (a) a brief introduction that lets the organization’s leaders know the purpose or your study of the organization and your report; (b) facts about the church or missions organization that you found and that you believe are most pertinent to understanding its current “marketing environment” or factors that influence or could influence any current or future marketing efforts it is involved in; (b) facts about its current marketing efforts per se, with special emphasis on its digital media marketing efforts; (c) your assessment of the organization’s specific digital media marketing needs and explanation of why you believe each of these needs is important; (d) your detailed list of specific digital media marketing recommendations you believe the organization should pursue, with some elaboration of how to go about it and justification for EACH (reasons why they are a good idea in light of what you have found and assessed); (e) presentation of your NEW product/service/ministry idea(s), with some explanation of and rationale for it including how it fits into overall proposed digital media marketing plans or recommendations; (f) a brief concluding section that summarize things and “sells” what you propose overall.

**Biblical Rationale**

Once you have completed the above, develop a section of your report in which you evaluate and justify what you have proposed from the standpoint of biblical truth. This basically provides a biblical rationale that generally should guide the use of digital media for marketing purposes generally and in addition is an ethical assessment of or justification of the digital media marketing recommendations or steps you believe the local church or mission organization should undertake. Be thorough and specific in developing this. (Depending on the particular organization or client, this section may or may not be suitable for a report you present to them, but it definitely should be submitted for the purpose of this academic assignment.)
Length and Structure of the Report

The report itself should be thorough and detailed but not unwieldy. Structure it as a report with clear headings rather than in an academic research paper or essay style. It can be very concise, yet well thought out, specific, and logical. Endnotes (to cite sources used in the research or to add additional information) seem to work best. You can include graphics, images, charts, etc. if they help clarify or enhance what you have proposed, but try not to be gimmicky or just use them for the sake of using them.

“Speak” to the particular organization and its leaders rather than to our class or a general audience. (Perhaps “cover” your report with a brief—a page or less—description of the organization just to inform those in our class). While the length of reports are likely to vary based on the particular organization selected and other factors, 15-25 pages is a reasonable guideline for our purposes here.

Distributing Your Report

Your report should be posted as an attachment in a discussion “forum” within Blackboard that will be set up for this purpose and so that others can read and respond to what you found and recommended. This should be submitted on or before April 17th.

Also plan to submit or perhaps present your report to the leaders of the organization with which you chose to work. In most cases, it’s probably best to do this after you have gotten some feedback on your project/report in this course.

Additional Information

Although you can undertake this project alone, you also can team up with another person taking this course if you would like. Please let us know beforehand if that is something you would like to pursue.

Discussion and Exercises

Weekly discussion related to various course topics and readings and brief exercises often integrated with applied projects being undertaken in the course is an essential part of our course and a meaningful learner-centered online experience. Time for completing these exercises is typically one to two weeks, but particular time periods for each exercise or assignment will be provided. Normally these require a well thought out initial response to the exercise or related reading and/or applied project and then responding to what others in the class posted for the exercise.

While instructors in this class will monitor these exercises and respond to individuals and the class as a whole regarding them, we will be unable to respond to every individual post.

Guidelines for responding to any individual discussion questions or exercise will be provided.
Grading

There are no exams in this course. Course grades will be determined on the following basis:

*Discussion and Related Exercises/Assignments: 30%*

(Evaluated basically on the quality and timeliness of initial responses and follow up responses; “grading” on these exercises will be done on a pass/fail basis that will be explained in an early part of the course).

*Local Church or Mission Organization Consulting Project: 30%*

*Google Ad Word Project: 20%*

(Evaluated on the basis of criteria presented at the time this project is introduced.)

*Personal Website Project and Related Assignments: 20%*

(Evaluated on the basis of criteria presented for each element of the project and provided when each of these elements is introduced)

The “grading center” found at the Blackboard site designated for this course will be used to post assessments.

Incomplete Grades

It is Regent University policy that incomplete grades are to be given only for legitimate deficiencies due to severe illness or emergencies or other significant reasons acceptable to the professors and not because of neglect on the student’s part.

Academic Integrity

Christians and Christian institutions should strive to meet the highest standards of academic integrity. Written and other work related to this course should be original and should not duplicate work completed for other courses at Regent University or elsewhere. Plagiarism or any other form of academic dishonesty will result in failure of the course.

Student Course Evaluation

Students have the opportunity to provide feedback throughout the course through e-mail, telephone, and on-campus appointments. You are encouraged to interact with us and offer individual suggestions or comments regarding the course at any time during the semester. We are delighted to have the opportunity to serve you and see that the course fits your needs as much as possible.
Near the end of the course, students will complete an anonymous online course evaluation form. Since the results contribute to improving course design and presentation, it is important that students be honest and constructive in their evaluations. Students will receive an e-mail reminder from the University when it is time to complete these evaluations. Please take time to provide this input. Students can access the online evaluation system at:

http://eval.regent.edu/regent/survey/students.cfm

If you have questions about the online evaluation please contact evaluation@regent.edu.
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<th>Week of:</th>
<th>Topics</th>
<th>Assignments</th>
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<tr>
<td>Jan. 7th</td>
<td>Introduction; Digital Marketing Defined; The New Marketing Environment.</td>
<td>Website Development; Reading: Scott book; <em>The New Rules of Marketing &amp; PR.</em></td>
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<td>Jan. 14th</td>
<td>Changing Marketing Paradigms; New Marketing Trends and Issues in Journalism, Film/Television, Public Relations and other Fields.</td>
<td>Reading: Scott book (cont.). Two Discussion Assignments. (Discussion period ends January 28th)</td>
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<td>Jan. 21st</td>
<td>Ethical Trends, Issues and a Biblical View of Digital Media Marketing.</td>
<td>Reading: To be assigned. One Discussion Assignment. (Discussion period ends January 31st)</td>
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<td>Christian Organization Consulting Project/Google Ad Word Campaign Project Organizations Selected and Approved by Instructors by January 25th.</td>
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<td>Jan. 28th</td>
<td>Search Engine Marketing; The Role of Research in Digital Media Marketing.</td>
<td>Reading: Goncalves (ed.), <em>Google AdWords-The Best Training Course</em> (Kindle e-book). One Discussion Assignment (Discussion Period Ends February 11th)</td>
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<td>Google AdWord Campaign Project Begins (ends April 8th)</td>
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<td>Date</td>
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| Feb. 4th   | Google AdWord Campaigns;  
Analytics and Measures of  
Digital Media Marketing  
Effectiveness. | Reading: *Google AdWords*  
(cont.); reading to be  
assigned.                |
| Feb. 11th  | Marketing Through Blogs.                   | Reading: To be assigned.                                                |
|            |                                            | One Discussion Assignment.                                             |
|            |                                            | *(Discussion period ends  
Feb. 25th)*                                                            |
| Feb. 18th  | Social Network Marketing.                  | Reading: Shih, *The Facebook Era.*                                      |
|            |                                            | One Discussion Assignment.                                             |
|            |                                            | *(Discussion period ends  
March 1st)*                                                              |
|            |                                            | Marketing through Facebook  
Project Begins (ends  
March 18th).                                                           |
| Feb. 25th  | Marketing Through Twitter.                 | Reading: To Be Assigned.                                               |
|            |                                            | Twitter Exercise/Project  
Begins (ends March 25th).                                               |
| Mar. 4th   | MODULAR COURSE WEEK                        | No New Topics Or  
Assignments.                                                            |
| Mar. 11th  | Marketing Through YouTube and  
Other Video Platforms. | Reading: To Be Assigned.                                               |
|            |                                            | YouTube Marketing Project  
Begins (ends April 8th).                                                |
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<td>One Discussion Assignment (Discussion period ends April 4th)</td>
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<td>Mobile Media Marketing Project Begins (ends April 4th)</td>
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<td>Mar. 25th</td>
<td>Games and Other Digital Media Marketing Vehicles.</td>
<td>Reading: To Be Assigned.</td>
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<td>One Discussion Assignment. (Discussion period ends April 10th)</td>
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<td>Apr. 1st</td>
<td>Digital Media Marketing in Context: Media and Entertainment,</td>
<td>Reading: To Be Assigned.</td>
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<td>Journalism, Public Relations and other Fields and Settings.</td>
<td>One Discussion Assignment. (Discussion period ends April 15th).</td>
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<td>Apr. 8th</td>
<td>Digital Media Marketing and the Church.</td>
<td>Google Ad Word Campaign Due April 8th.</td>
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<td>Apr. 15th</td>
<td>Digital Media Marketing and the Church (cont.)</td>
<td>Christian Organization Consulting Project Report Due April 17th.</td>
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UNIVERSITY POLICIES AND RESOURCES

Students should become familiar with all university policies as outlined in the Student Handbook including:

- Disability services
- Regent Honor Code (as an academic and Christian community, Regent University takes seriously the call for integrity and penalizes breaches of academic integrity.)
- Withdrawing from a course or the University
- Discipline policies

A link to the Student Handbook can also be found in Blackboard’s “RU Resources” tab along with links to University Library, Student Services, University Bookstore, academic writing assistance resources, and more.

Blackboard’s “Help” tab provides additional resources including:

- Blackboard tutorials
- IT Help Desk contact information

This syllabus is subject to change without notice.

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