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, 2010
ON CAMPUS: WED. 1:30 – 4:30P COM 102
ONLINE

INSTRUCTOR INFORMATION

Lead Professor: Dr. Norm Mintle
Phone: 757.352.4203
normmin@regent.edu
Office Hours: M, Th 2 -5 p.m or by Appointment
Office Location: Communication and Arts Building Deans’ Suite

Professor: Dr. Markus Pfeiffer
Phone: 757.352.4492
pfeiffer@regent.edu
Office Hours: M, W, Th, 10 a.m-12 p.m.
Office Location: Communication and Arts Building-263

Professor: Dr. Harry Sova
Phone: 757.352.4202
hsova@regent.edu
Office Hours: M, 8a.m. – 12p.m.
Office Location: Communication and Arts Building-212

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

In today’s digital media environment, traditional ways of marketing—basically the development of pricing, distributing and promoting products and services—either no longer apply or have necessitated dramatic adjustments for new and evolving communication technologies.

This course, a blend of theory and practice, is designed to explore the best paradigms, practices, and principles of traditional, new and emerging marketing techniques along with their effects on individuals, audiences, publics and cultures. Interactive marketing theories, database and search engine marketing, innovative digital media product development, branding, distribution, promotion, public relations and social influence strategies will be explored. Particular tools used in today’s marketing environment will be studied, applied and evaluated for their effectiveness.

The course is a requirement for graduate students enrolled in the Digital Media program and an elective for all graduate students in other programs. This year, we are also opening the course to alumni who have graduated from the COM School’s programs as a means of helping update individual marketing strategies.

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, mobile and related digital technologies.

3. Learned how digital media marketing is being applied in various professional fields or contexts—media and entertainment, health, politics and government, education, the Church/Christian organizations, and others.

4. Become familiar, through a series of hands-on practical exercises, with the 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, current and innovative digital media marketing communication vehicles of today (e.g. websites, blogs, social network platforms, virals/video sharing, games, virtual sites, and many more).

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

A special goal of this course is to investigate how biblical truth and the Christian faith have both influenced and been shaped by innovations, events, and changing ideas and practices related to marketing or marketing communication.

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. If you have any questions on the skill set required for this course, please don’t hesitate to contact Dr Pfeiffer.

Course Format

This course will be “team taught” by a lead professor, Dr. Mintle, and a supporting professorial team of Dr. Pfeiffer and Dr. Sova. A Regent University Blackboard course site has been established for this course. A copy of the course syllabus and certain course materials (grades) will be placed there. This can be accessed by anyone that is registered for the course.

Although this Blackboard site has been designated for this course, our interactions and work in the course actually will be accomplished or occur within SPRUZ, a social network platform we will be using. We believe this will enhance our collective learning experience and professional growth a great deal. Just prior to our course getting started at the beginning of the Spring semester, we will provide you with guidance about our class in SPRUZ and help you become familiar with our digital media marketing course site within it.

Each week of the semester, course announcements, materials, discussion assignments or exercises, and/or project guidelines or tutorials will be uploaded or placed within the SPRUZ social network site. 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 or due 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 seems to best provide opportunities for everyone to be meaningfully engaged with subject matter, readings, assignments and others in the class.

The course is structured in a way in which theories related to digital media marketing are frequently applied to practical and creative applications of strategies and communication tools. These exercises will constitute a “lab” or projects portion of the course.

The SPRUZ environment also provides us all with opportunities to share written, audio or visual materials that you discover and believe would be meaningful to our study of digital media marketing. It also is an electronic environment that fosters personal relationships.
Students residing in the Virginia Beach area will have an opportunity to interact with the instructors for special classroom sessions at the Regent University campus or in individual meetings. The dates and times for these sessions will be provided at a later date, but Wednesdays, 1:30 -4:30 in Room 102 is the time and place reserved for such sessions.

Texts

Daily, we are besieged with myriad sources of news, recommended resources, updates, etc. that often leave us feeling overwhelmed and yet somehow inadequately prepared to face a constantly changing digital world with confidence and success. Our goal in this course is to help you identify, categorize, and actually benefit from existing and new sources.

Your faculty’s commitment to you then, is to minimize the number of text books we require you purchase and read. We recognize this truth: books that comprehensively cover digital media marketing and all that we will explore within this course are either not available, not written for the graduate level of instruction or become quickly dated. Although the books listed below suffer from some of these problems, they generally are enlightening, informative and practical. They will be used as points of departure for more in-depth discussion and application.

These books may be purchased through the Regent University bookstore or the online retailer of your choice.

Required texts:


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 at the SPRUZ 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 projects are posted and explained.

Recommended Readings

There are many other books and articles that you might find informative or helpful that deal in some way with digital media marketing. Here are several:
Projects

There are a number of ongoing projects that each of you will be involved with during the semester. These projects have various parts and/or are interconnected. We are currently working to secure a project with a major Christian online media conglomerate. More details will follow as we approach the semester.

Digital Media “Lab” Projects

You also will be involved in a number of practical, interrelated “lab” projects that you should find very interesting and meaningful. They are all based on the most popular online marketing
tools used in the industry. Details about these projects will be explained once the class has been launched.

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 such a webhosting account, please follow this link that explains how to sign up for this account. **NOTE: No other hosting account such as sold by GoDaddy and others can be used for this class. You also need to make sure that you purchase exactly the 1&1 Home or Business Linux Account.**

These “lab” project activities basically begin when related specific topics and readings in the course will be covered. They involve a series of practical applications that are industry standards, such as setting up a Word Press blog and learning how Google Ad campaigns work. Google Ad Campaigns, based on keyword searches are one of the most successful online marketing methods. Student will engage in a real “pay per click” Google campaign. The project involves the setting up of the campaign, monitoring and fine tuning and the statistical evaluation of the campaign success. The cost to students for this Google project will be $100 or less.

**Grading**

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

Discussion exercises: 40%

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

Professional Project: 30%

“Lab” Projects: 30%

(Evaluated on the basis of criteria presented at the time each particular assignment is introduced)

We will use BlackBoard’s “grading center” to post assessments only.

**Incomplete Grades**

It is Regent University policy that incomplete grades are to be given only for legitimate deficiencies due to severe illnesses or emergencies or other significant reasons acceptable to the professor 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 Feedback

You will have the opportunity to provide feedback on the course during and at the end of the semester. However, we welcome your individual suggestions and comments pertaining to anything in the course at any time.

Recently, Regent University also established the following policy with regarding student course evaluation and a form that is used in the process:

Becoming Christian leaders includes learning how to evaluate others by providing honest evaluations that include positive affirmation and constructive feedback, as appropriate. Consequently, university policy requires that all students submit a formal student evaluation of teaching form at the end of the academic term. This mandatory requirement must be completed before students will be able to access their final course grade. This form is only available in an online format. Prior to the end of the course, students will receive an e-mail indicating that the form is available. Instructions on accessing the evaluation will be included. Since these evaluations are only available for a limited time, students should complete the evaluation as soon as they receive the e-mail notification that the evaluation form is available. Instructors will not have access to course evaluations until after grades have been submitted and will only have access to anonymous summary data. Students are also encouraged at any point during the term to offer comments that may be helpful to the improvement or refinement of the course. Students can access the online evaluation system at: http://eval.regent.edu/regentsurvey/students.cfm. If you have questions about the online evaluation please contact evaluation@regent.edu.

Course Schedule

A detailed schedule will be forthcoming as the semester approaches.

University Policies and Resources

Please review the following links for important information on University policies:

- Academic Calendar/Registrar Information
- Bookstore
- Honor/Plagiarism Policy
- Regent Library
- Student Services (includes links to student handbook, disability services, University calendar, University Writing Center, etc.)
- Technical Support – University Helpdesk
- Grading Policies (incompletes, extensions, IPs, etc.)
Disability Statement—the student is responsible for contacting the assistant director of Student Services at 752-353-4486 to request accommodations, provide necessary documentation, and make arrangement with each instructor. The website above is designed to help our disabled students learn of their rights and responsibilities with regard to disability services. The site also has resources for faculty to become better informed of their responsibilities toward the disabled students and their classes.

At times, due to unforeseen circumstances, course content may be subject to change. Please check with your professor to insure you have the most recently updated Syllabus for this course.