BUS 0282 - MARKETING IN THE DIGITAL AGE

Catalog Description

Formerly known as BUS 122
Advisory: Completion of BUS 280 and BUS 250 with grades of "C" or better or equivalent
Hours: 54 lecture
Description: Exploration, analysis and development of effective and innovative marketing techniques using digital tools available in an evolving world of technology and digital information. Emphasis is on developing marketing tools and programs using the latest technological tools to enhance your marketing efforts on and through the internet. (CSU)

Course Student Learning Outcomes

- CSLO #1: Design and create market research continuously using the latest technology to develop more effective marketing plans.
- CSLO #2: Analyze how technology has changed consumer behavior and how this changes the way marketing plans are developed.
- CSLO #3: Develop and present an E-Marketing Plan and a complete set of technological tools (Tool Kit) for a business they manage currently or in the future.

Effective Term

Fall 2020

Course Type

Credit - Degree-applicable

Contact Hours

54

Outside of Class Hours

108

Total Student Learning Hours

162

Course Objectives

The student will:
1. Analyze how firms use technology to develop effective marketing plans.
2. Analyze how the E-Marketing components of a marketing plan continue to evolve.
3. Develop their creative and entrepreneurial skills while developing their digital marketing tools.
4. Investigate current ethical and legal issues involved in digital and internet marketing.
5. Compare and contrast various marketing research techniques using the latest technology.
6. Analyze how technology changes consumer behavior (shopping and buying) using analytics and how firms adjust their marketing plans to respond to that consumer behavior.
7. Investigate how firms use technology to help them analyze market segments and decide which segments to target.
8. Analyze how firms differentiate and position themselves in the marketplace using technology.
9. Analyze how technology has changed the types of products/services offered and the pricing, distribution and promotional strategies of those goods.
10. Create a marketing toolkit that utilizes marketing technology.
11. Create technological tools (website, logo, research, analytics, social media etc.) to enhance the marketing plan for a business they want to manage currently, or in the future.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Projects
  - Example: Students "build" a "tool kit" for their business which includes a website, online research, a logo, analytics, search engine optimization, and various social media and graphics/photography/video tools. Rubric grading.
- Skill Demonstrations
  - Example: Students present a tutorial to the class on a specific element of technology and how it will impact a firm's marketing plan. Rubric grading.

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Instructor starts each class with a discussion of a technological current event on a new piece of technology and how this will impact people in the business world. Class discussions are very interactive and energetic. Students present varying view points. (Objective 6) Instructor presents videos (many online) showing how business in the digital age use this information to improve their E-marketing plan. Instructor encourages and guides students to discuss how they might use this information in their own business. (Objective 2)

Distance Learning

1. Online and hybrid students present to the class three tutorials of the technological concepts discussed in the instructor lecture that will enhance their marketing plan. Students will then take these technological marketing skills to "build" their "Took Kit" to market their business. (Objective 2)

Typical Out of Class Assignments
Reading Assignments

1. After reading the chapter on consumer behavior, and exploring how SEO works, analyze how this information would impact how you would develop a website and how you would get consumers to that website. Present your assessment and website to the class. 2. After reading the chapter on marketing research, develop a research plan. Gather secondary data (existing research) from a variety of online sources and collect primary data (new research) on your website, social media or database. Present your plan and research results to the class.

Writing, Problem Solving or Performance

1. Determine content to include in a marketing plan. Interact face to face and through Canvas discussion board with other students to enhance each marketing plan. 2. Present their Tool Kit (technological tools) to the class and interact with the students to assist all students in developing better marketing tools for each students business.

Other (Term projects, research papers, portfolios, etc.)
Required Materials

- E Marketing
    - Author: Frost
    - Publisher: Prentice Hall
    - Publication Date: 2015
    - Text Edition: 7th
    - Classic Textbook?: No
    - OER Link:
    - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.