Instructor: Mario Schulzke  
Credits: 2 credits  
Email: mario.schulzke@umontana.edu  
Office Hours: By appointment (cal.com/ideamensch), remote  
Response Time to Inquiries: 24-48 Hours  

Course Overview  
In this graduate-level course, you will learn the fundamental principles of online marketing, while creating high-quality content that provides value and can generate interest for nonprofit organizations.  

Course Learning Objectives  
- Gain a deeper understanding of today's digital marketing landscape.  
- Learn about the importance of adding value and using data to drive marketing decisions.  
- Practice how to create content, both written and visual.  
- Use research and data to create compelling content.  

Learning during a Pandemic  
Although this course does have assignment deadlines that should be followed, the Department asks that if you are sick or become sick, please work with your professor to develop a plan for successful completion of this course. Our Department will follow federal, state, local, university, and CDC guidelines for COVID-19. If a student, a member of their family, or immediate social group becomes symptomatic, please follow federal, state, local, university, and CDC guidance and work with me to complete the required coursework. Please take the time to review our Department's COVIDSafe FAQ guide.  

Class Values  
- You're an A student.  
- Participation is everything.  
- Give and receive feedback generously.  
- We learn by doing, not memorizing.  
- Do things that make you uncomfortable.  
- Launch before you're ready. Improve as you go.
Course Topics

- The 4Ps of Marketing
- Defining Your Target Market
- Positioning and Value Creation
- The Math Behind Marketing
- Measuring KPIs, Conversions, and Traffic
- Online Advertising
- Building An Audience - Social, Content, Podcasts, and SEO

Course Readings

Books

*Obviously Awesome* by April Dunford
*Traction* by Gabriel Weinberg

Other

In addition to these books, some weeks you have additional readings in Module. They will be posted alongside weekly lessons content in Moodle every Monday morning.

Course Schedule

Each week runs Monday-Sunday. All assignments (if due) are due no later than midnight, Sundays. That is Sunday at 11:59pm. The last assignment is due on a Wednesday on March 23 at 11:59pm.

Wk of Jan 17: Intro + Discussion Assignment
Wk of Jan 24: Discussion Assignment
Wk of Jan 31: Discuss *Obviously Awesome*
Wk of Feb 7: Post Traffic Blog on Medium
Wk of Feb 14: Discussion Assignment
Wk of Feb 21: Post YouTube product review
Wk of Feb 28: Discuss *Traction*
Wk of Mar 7: Work on 10x Guide
Wk of Mar 14: Work on 10x Guide
Wk of Mar 21: Post 10x Guide on Medium

Weekly Updates and Lectures

Each week, students are provided a video or voice-over presentation from the professor in the form of both an update or a lecture. Updates are intended to be short, while lectures are longer and dive into the material for each week. Lectures cannot replace your time spent on weekly
readings. If not already posted, announcements and lectures will be published no later than Monday morning of each week.

Assignments

Listed below are our key semester assignments.

Blog Post (15 points)
Create a blog post with the sole purpose of driving traffic. It doesn't matter what the content is, but you should try to drive as much traffic as possible to it. Then share with the class how much traffic you drove, complete with screenshots from your Medium or Google analytics. If you already have a blog, share it on there if you'd like. Otherwise, I recommend you post it on Medium.

**Due Date: February 13, 11:59 p.m.**

YouTube product review (20 points)
Record a 10-minute video product review of a product or service that you'd like to share with people. This doesn't have to be a recent purchase, but can be. If you want to, you could even review one of the books we read for this class. You can absolutely shoot this with your smartphone, or even a laptop camera. Pay attention to your lighting, your sound and of course the content of your review. Post the video on YouTube, and then share the link with the instructor.

**Due Date: February 27, 11:59 p.m.**

10x Guide (40 points)
Write a 2,500-word guide about a topic related to marketing and your non-profit industry. Research the topic, gather data, and then write a report articulating your observations, thoughts, and opinions. The theme should be future-focused. Be an expert. Search? Social? Video? Content? Podcasts? Use visuals to help to tell the story. Link directly to your sources. You will be graded on both the material itself as well as the presentation of it. Make it smart. Make it beautiful. Also, be sure to include your name at the beginning of the post.

This should be posted on your own blog or Medium.

**Due Date: March 23, 11:59 p.m.**

Participation (25 points)
Students will be expected to engage fully and participate in this course. While the course is online and is asynchronous, students should be logging in at least three times per week. There will be discussion assignments most weeks, initiated by me. It is my expectation that you a)
complete the discussion assignment and b) give feedback on at least two other people’s discussion assignments. This will happen in Moodle. You should aim to have posted your discussion assignment by Wednesday of each week, so your peers can interact with your work and thoughts. During the weeks when our book readings are due (January 31, February 28), the discussions will be framed around topics in the book.

**Course Expectations**

The following items provide explanations for course expectations:

**Using Moodle**

This is an online course; each student is required to check our course site at least three times per week. Do your weekly discussion assignment and give feedback on two people’s discussion assignments.

**Submitting Assignments**

All assignments should be submitted through the learning unit tab, NOT through email. Assignment deadlines are due Sundays by midnight. Late assignments will only be accepted in extreme cases and are at the discretion of the instructor.

**Online Classes/Syllabi Statement:**

Central to our public service mission is collectively working together. Although this course does have assignment deadlines that should be followed, the Department asks that if you are sick or become sick, to please work with the department chair (Dr. Sara Rinfret) to develop a plan for successful completion in this course. The Department will follow federal, state, local, university and CDC guidelines for COVID-19. If a student, a member of their family or immediate social group becomes symptomatic, please follow federal, state, local, university, and CDC guidance and work with DPAP department chair and course professor (me) to complete required coursework. Please take the time to review our Department’s [COVIDSafe FAQ guide](https://www.umt.edu/writing-center/).

**Land Acknowledgement Statement**

The University of Montana acknowledges that we are in the aboriginal territories of the Salish and Kalispell people.

**Help with Writing**

The writing center is a great resource. [https://www.umt.edu/writing-center/](https://www.umt.edu/writing-center/)

**Help with Technology**

Please make sure that your Internet browser settings meet the requirements to be Moodle compatible. Call UM Online by phone, 406-243-4999, or email umonline-help@umontana.edu if technical problems arise. There is no on-call assistance during nights and weekends. For a total
Moodle system failure, students will be sent an email by the University of Montana. Your instructor cannot provide IT support, so please contact the appropriate University staff if an issue arises.

Course Time and Preparation

Students can expect to spend approximately 6-8 hours per week on this course. Students are expected to follow the weekly readings published in Moodle. These readings are used for discussions and course assignments. To maximize this learning experience, you must complete the readings according to the weekly schedule. The deadlines and responsibilities balance the flexibility of the online aspect. Again, students will check Moodle at least three times per week, and check the current week's discussion board each time to read replies to their posts.

Responses

It's expected that each student will help foster a collegial learning environment by sharing their experiential and academic knowledge and practices, as well as respectfully listening to the viewpoints of others. Treat these interactions as you would an in-class, face-to-face conversation.

Note: grades will be submitted within 7 business days via Moodle

Totals Points for the Course:

Blog Post: 15 points
Youtube Video: 20 points
10x Guide: 40 points
Participation: 25 points
Total: 100 points
Classroom Policies

Extra Credit: Not available for this course.

Classroom Etiquette: A driving component of our department is professionalism and your ability to work well with others. Thus, the expectation is that you will maintain a high level of professionalism in your classroom conduct with me, and with your fellow students. This means being respectful during class discussions, and in all communications with the professor and others. Failure to do so will result in removal from class discussions.

E-mail Etiquette: E-mail is a wonderful tool for you to contact me with questions, but it does not replace office hours. If you have involved questions about course material, you should set up a time to come see me or set up a zoom conversation.

Incompletes or Withdrawals “W” for the Course: If for some reason the course is not working out for you please adhere to the University’s policies for the last day to drop a class.

Late Assignments: Students are expected to submit all work on the date specified in the course calendar. Any exceptions to this must be approved by the instructor 72 hours before the date in question. Students must complete all assignments to receive a grade for the course. But, let’s be clear, we are learning during a pandemic and I will do everything I can to help you. Just ask.

University Attendance Policy: (please make sure to follow the participation course policies listed above too) Students who are registered for a course but do not attend the first two class meetings may be required by the instructor to drop the course. This rule allows for early identification of class vacancies and to permit other students to add classes. Students not allowed to remain must complete a drop form or drop the course on the Internet (http://cyberbear.umt.edu) to avoid receiving a failing grade. Students who know they will be absent should contact the instructor in advance.

Wikipedia: This online source is not reliable and should not be cited in any course assignment. The goal is to become accustomed to using scholarly sources for all work in any of your courses at the University of Montana.

Academic Dishonesty (Plagiarism): Students must follow the University’s policies for academic dishonesty. For detailed information, please view. As such, all work submitted must be your own; no duplicate work (work completed for another class) will not be accepted. Acts of cheating or plagiarism will result in a grade of zero (0) for the assignment. Moreover, acts of plagiarism will also be reported to the Academic Court. To avoid acts of plagiarism, cite each reference or source you use and give proper credit for the ideas, opinions, and findings of others. When you
are using the exact words of others, you must use quotation marks and include the page number where you found the quote in your citation.

**Sensitive Course Materials:** College education aims to expand student understanding and awareness. Thus, it involves engagement with a wide range of information, ideas, and creative representations. In college courses, students can expect to encounter—and critically appraise—materials that may differ from and perhaps challenge familiar understandings, ideas, and beliefs. Students are encouraged to discuss these matters with the professor.

**Disability Assistance:** The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors. The link for this is information: Disability Services for Students. If you think you may have a disability adversely affecting your academic performance, and you have not already registered with Disability Services, please contact Disability Services in Lommasson Center 154 or call 406.243.2243. I will work with you and Disability Services to provide an appropriate modification.

**Cultural Leave Policy:** UM has a Cultural and Ceremonial Leave Policy: “Cultural or ceremonial leave allows excused absences for cultural, religious, and ceremonial purposes to meet the student’s customs and traditions or to participate in related activities. To receive an authorized absence for a cultural, religious or ceremonial event the student or their advisor (proxy) must submit a formal written request to the instructor. This must include a brief description (with inclusive dates) of the cultural event or ceremony and the importance of the student’s attendance or participation. Authorization for the absence is subject to approval by the instructor. Appeals may be made to the Chair, Dean or Provost. The excused absence or leave may not exceed five academic calendar days (not including weekends or holidays). Students remain responsible for completion or make-up of assignments as defined in the syllabus, at the discretion of the instructor.