Instructor: Mario Schulzke
Credits: 2 credits
Email: mario.schulzke@umontana.edu
Office Hours: By appointment (https://calendly.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 and social media, 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.

Class Values
● You’re an A student.
● Participation is everything.
● Give and receive feedback generously.
● Failure is part of our learning.
● Do things that make you uncomfortable.
● Measure, then improve.

Course Topics
● The 4Ps of Marketing
● The 2021 Consumer Landscape
● 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

- Demand Side Sales by Bob Moesta
- Traction by Gabriel Weinberg

Other

In addition to these books, most 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.

Wk of Jan 11: Intro + Discussion Assignment
Wk of Jan 18: Discussion Assignment
Wk of Jan 25: Discuss Demand Side Sales
Wk of Feb 1: Post Blog on Unbelievably
Wk of Feb 8: Discussion Assignment
Wk of Feb 15: Post YouTube product review
Wk of Feb 22: Discuss Traction
Wk of Mar 1: Discussion Assignment
Wk of Mar 8: Post 10x Guide
Wk of Mar 15: No Assignments

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 Google Analytics screenshots. If you’d like, you can post this on our class blog unbelievab.ly. Or, if you want, feel free to use your own site. Students will be given access to our Google Analytics account, so you can see what performed well in prior classes.

**Due Date: February 7, 11:59p.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 21, 11:59p.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 LinkedIn profile as an article.

**Due Date: March 14, 11:59p.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 mini discussions every week, initiated by me. It is my expectation that you a) complete the discussion assignment and b) give feedback on at least three other people’s discussion assignments. These 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 25, February 22), 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 three people's 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 is 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.

**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

Grading Scale

The University of Montana uses the Plus/minus grading system and a Credit/No Credit system (the CR/NCR replaces the Pass/Fail system used in the past). General education courses must be taken using the traditional letter grade to count toward one’s general education requirements. To accommodate the Plus/Minus system, the grading scale shown below will be used.

A 93-100
A- 90-92
B+ 87-89
B 83-86
B- 80-82
C+ 77-79
C 73-76
C- 70-72
D+ 67-69
D 63-66
D- 60-62
F 59 or lower
Students with Disabilities

Students with disabilities will receive reasonable accommodations in this online course. To request course modifications, please contact me as soon as possible. I will work with you and Disability Services in the accommodation process. For more information, visit the Disability Services website at http://www.umt.edu/dss/or call 406.243.2243 (Voice/Text).

Student Conduct Code

The Student Conduct Code, embodying the ideals of academic honesty, integrity, human rights, and responsible citizenship, governs all student conduct at the University of Montana-Missoula. You are expected to adhere to this code.

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.”

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.