Professor: 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 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 deep 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 2020 Consumer Landscape
- Defining Your Target Market
- Positioning and Value Creation
- The Math Behind Marketing
- Measuring KPIs, Conversions, and Traffic
- Online Advertising
Setting Up Your Web Presence
Building An Audience - Social, Content, Podcasts, and SEO
Owning Your Audience - Email

Course Readings

Books
This is Marketing by Seth Godin
Traction by Gabriel Weinberg
A non-fiction book of your choice. Pick something that's helpful in your job or career.

Other
In addition to course books, each week you have additional moodle readings that you can download. Course lectures will be posted by Monday morning of each week.

Course Schedule
Each week runs Monday-Sunday. All assignments (if due) are due no later than midnight, Sundays.

Wk of Jan 13: Intro + Class
Wk of Jan 20: Class, No Assignments
Wk of Jan 27: Discuss This is Marketing
Wk of Feb 3: Post Blog
Wk of Feb 10: Class, No Assignments
Wk of Feb 17: Post Podcast
Wk of Feb 24: Discuss Traction
Wk of Mar 2: Class, No Assignments
Wk of Mar 9: Post 10x Guide
Wk of Mar 16: Class, 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 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 9

Podcast Episode (20 points)
Record a 30-minute podcast episode, complete with intro and music, describing the key lessons you learned from the non-fiction book you read. These will be posted on the ideareads podcast. https://castbox.fm/channel/ideaReads-id2425736?country=us

Due Date: February 23

10x Guide (40 points)
Write a 3,000-word guide about a topic related to marketing and your 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 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 here: https://14ideas.com/

Due Date: March 15

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 a mini discussion assignment every week. It is my expectation that you a) complete the assignment and b) give feedback on at least three other people’s assignments. These will happen in Moodle.
During the weeks when our book readings are due (January 27, February 24), 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.

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 checking 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
Podcast Episode: 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.

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<th>Grade</th>
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<tr>
<td>A</td>
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<td>A-</td>
<td>90-92</td>
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<td>B+</td>
<td>87-89</td>
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<td>B</td>
<td>83-86</td>
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<td>C+</td>
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<td>59 or lower</td>
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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](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.