Marketing 4232: Digital Marketing  
Spring 2016 Session 2  
Fisher College of Business  
Ohio State University  
Columbus, OH  
11:30 - 12:25 (4179), MWF, Schoenbaum 315

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**Office Hours:** 12:45-1:40 MW. Always available via e-mail. 
(Please note Marketing 4232 in the subject line of emails. All dropbox file names should be your lastnamefirstname4232).

Note: If you have any special needs or need special accommodations to access the course material, to take exams, or in class, please contact me within the first two weeks of classes. I will do my best to help.


Additional Course readings will be provided on the Carmen site for the course.

**Course Description and Objectives:** The internet has influenced every aspect of our lives. In this course, we will discuss the evolution of the internet and e-commerce, successful and unsuccessful business models. We will discuss the anthropological, sociological, psychological, political, and economic aspects of e-commerce. A special focus of the course will be the emergence and growing dominance of social media in marketing and consumer research, with special discussions focused on privacy issues, ethics, and cross-cultural factors. As part of this course, you will evaluate various social media platforms and social media strategies. You will learn how to evaluate the likely success of various social media strategies.

**COURSE ORGANIZATION**

**Classes:** Lecture/discussion format. Lectures and discussions are intended to reinforce text and other readings. Students are encouraged to ask questions, actively participate in discussions, and to comment on reading and lecture materials. Students are also expected to contribute to an electronic bulletin board discussion on Carmen ([http://www.carmen.osu.edu](http://www.carmen.osu.edu)). Active participation and the ability to clearly express your ideas is an important aspect of this course and in your personal development as a marketing professional.

Note: All students need to complete a Carmen Profile (including a picture) by Wednesday, March 9th.
Preparation: Students should be prepared to discuss and answer questions about text, lecture and other assigned reading material. Active OSU E-mail Account Required (please have your OSU email forwarded to other accounts if you do not use OSU email). Class material and web assignments will be available via Carmen. Additional cases may be assigned.

Exams: There will be 2 Exams (worth 100 points each). The exams will cover 1) readings 2) lecture/discussion/Carmen postings, 3) other assigned reading materials and current events related to the course. Not all exam material will be explicitly discussed in class. Feel free to ask questions about reading materials at any time.

Individual Paper: This 10-12 page paper should include a detailed review of current issues associated with social media. A wide range of topics are possible. Please discuss topic ideas with the Professor. The paper should be APA style and will be due on April 25th. The paper is worth 100 points.

Exams and Assignments: All students will be required to take all quizzes at the times and dates specified on the course outline. If for some very serious unforeseen reason a student is unable to take an exam at the specified time and date, he/she must notify the instructor prior to the exam. Exam dates listed on the course outline will be strictly followed. Make-up exams will be given during the last week of classes.

Grading: Two Exams worth 100 points each (200 points total). Individual paper worth 100 points. Individual participation (as assessed by in-class and bulletin board contributions) 100 points (50 for in-class, 50 for online discussion). Letter grades will be assigned on the basis of the following percentage of total possible points:

- 93-100% = A, 90-92% = A-, 87-89% = B+, 83-86% = B, 80-82% = B-, 77-79% = C+, 73-76% = C, 70-72% = C-, 67-69% = D+, 63-66% = D, 62% or below = Failing.

Academic Misconduct: Students enrolled in courses at the Ohio State University are expected to adhere to the highest standards of academic conduct. The instructor and his/her assistants will be alert to any kind of inappropriate academic conduct in this course. Suspicion of academic misconduct will be handled by official rules and policies of Ohio State University. Penalties for cheating or plagiarism may range from a failing grade on an exam or assignment, a failing grade in the course, or expulsion from the university.

Attendance Policies: The Fisher College of Business strongly enforces University attendance policies. As per University rule 3335-8-33, any student may be dropped from a course for failure to attend by the first Friday of the term, or by the 3rd instructional day of the term, or by the second class meeting, whichever occurs first.
**Course Workload:** This is a 1.5 credit hour course (meets 3 hours per week). You should thus plan on an average of 6 hours per week, outside of classroom meeting time, for work related to this course.

**Participation Points (online in italics):**

**50 points:** Consistent leader in the classroom. Always prepared and initiates class discussion. Comments are focused and integrative (linking materials to other courses, work experiences, current events, etc.). *Provides web links and commentary on topics relevant to the course. Integrates materials and discussions with other courses, experiences. Starts new discussion topics and thoughtfully comments on discussions started by other students. Provides supportive evidence for point of view.*

**40 points:** Quality participation. Responds to instructor comments and questions. *Provides examples. Provides links to relevant web pages with some personal commentary. Responds to postings of other students and occasionally starts new discussions.*

**30 points:** Occasional contributions to class discussions. Brings in some new material and some new ideas. Rarely starts discussions. *Simply agrees or disagrees with the postings of others. Provides little supportive evidence.*

**20 points:** Answers questions from the instructor. Sometimes responds to other students. Attends class regularly. *Rarely posts to the bulletin board.*

**10 points:** Attends class regularly but does not participate. *Less than 3 posts to the bulletin board.*
# Course Schedule

| Week 1, March 2nd | Course introduction |
| Week 2, March 7th | History of the Internet, E-Commerce  
                    Chapters 1, 2, 3, 4 |
| Week 3, March 14<sup>th</sup> | No Classes: Spring Break! |
| Week 4: March 21st | Strategic Planning, Social Consumers  
                    Consumer Research in Social Media  
                    Chapters 5 and 6 |
| Week 5, March 28th | Exam 1, Monday, March 28th  
                    Social Entertainment and Social Commerce  
                    Chapters 7 and 8 |
| Week 6, April 4th | Social Media Consumer Insights/Metrics  
                    Chapter 9, Chapter 10 |
| Week 7, April 18th | Dark Side of Social Media/Future technologies  
                    Exam 2, Wednesday, April 20th |
| Week 8, April 25th | Final paper due: Monday, April 25<sup>th</sup> by 5 pm to Carmen Dropbox |