

IST322: Digital Strategy and Analytics

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***Prerequisite / Co-requisite:**

IST263-Web Design & Management is a prerequisite for this course. Completion of IST523-Graphic Design will be helpful to students, but is not required. Students should have an understanding of the internet and internet technologies to be successful in this course.

***Audience:**

Students who wish to learn to drive and measure website traffic through proven digital strategies. As part of a sequence, this course will equip students with employable skills in web analytics and digital strategy.

***Description:**

Students will examine and craft complete digital strategies that include search engine optimization, email and social marketing, pay-per-click campaigns and gain a deep understanding of web analytics and industry best practices and their business implications.

Additional Course Description:

The modern web professional faces new challenges. Being an HTML/CSS/JavaScript guru is no longer enough. To compete we must not only create great websites, but also master the techniques necessary to attract users and measure interactions. Communicators and marketers no longer rely on traditional mediums such as print, television and radio to reach their stakeholders. Electronic mediums now dominate the practice. Businesses are looking for new ways to leverage online technologies to better serve their customers and drive profits for their business. Students will leave this course with a better understanding of industry best practices and their business implications. Students will examine what a complete digital marketing strategy entails, experiment with the latest tools, and get hands-on experience with real-world website traffic data. Students will also examine the importance of crafting meaningful metrics and performance indicators and draw thoughtful business insights from the examination of web analytics.

***Credits:**

3

Learning Objectives:

Students will walk away with a holistic and actionable understanding of the current digital landscape. After completing this course students will be able to:

1. Define key industry terminology.
2. Craft a web analytics strategy using proven models to establish goals and key performance indicators.
3. Utilize web analytics tools to gain insights from traffic data.
4. Understand the importance of search engine optimization and design effective SEO strategies.
5. Craft effective email and social campaign strategy.
6. Build a website content strategy.
7. Design and conduct pay-per-click advertising campaigns using Google AdWords.
8. Craft a complete digital marketing strategy for an organization.

Bibliography/ Texts / Supplies – Required:

Readings in this course will be assigned from a variety of sources including textbooks, blogs and industry publications. All readings will be posted in Canvas.

IT IS NOT REQUIRED THAT YOU PURCHASE A TEXTBOOK FOR THIS COURSE. However, if you would like to read ahead or build your library, many of our readings and discussions will center around the topics covered in the following texts:

Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, 1st Edition, by Avinash Kaushik (author)

The Art of SEO: Mastering Search Engine Optimization, Edition 3, by Eric Enge, Stephan Spencer, Jessie Stricchiola

Content Strategy for the Web, 1st Edition, by Kristina Halvors

Bibliography/ Texts / Supplies– Additional:

Students will utilize a variety of online resources for this course. It is advised that students have an active Gmail account in order to participate in many of our course exercises. If you do not have an active, personal Gmail account, you may use a Google Apps at SU account. In addition to Gmail, you may be asked to

subscribe to a variety of free online services throughout the course. This is done so at the student's discretion. Alternatives will be provided for those students who do not wish to share personal information with these online services.

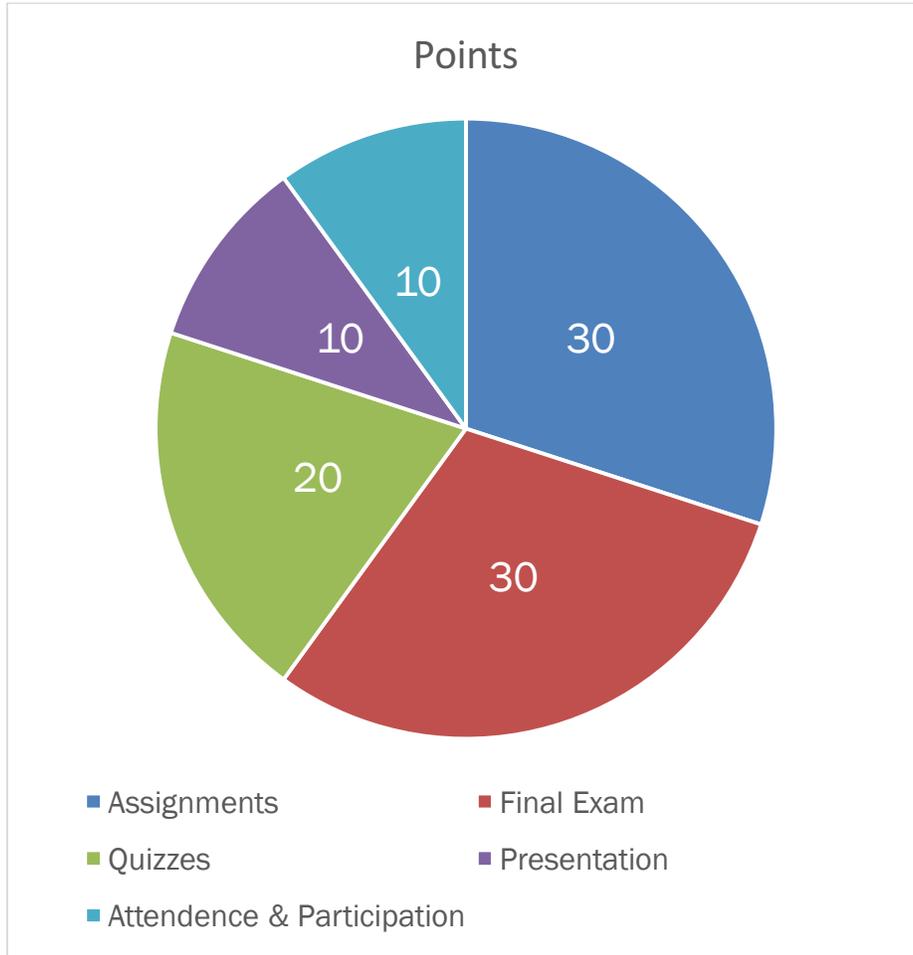
Requirements:

This course will be utilizing the Instructure Canvas course management system. Each student will receive an invitation to Canvas prior to the first day of class. You will be expected to set up an account and utilize the Canvas learning management system throughout the course.

Grading:

Student will be given the opportunity to 100 total points in this class. Students will be asked to complete six homework assignments, four quizzes, one presentation and the final exam. Point allocation is illustrated in the chart below.

Distribution out of 100 points.



Assignment	Points
Homework	30
Quizzes	20
Advanced Topic Presentation	10
Exam	30
Attendance and Participation	10

Final Grade Calculation

GRADE	MIN POINTS EARNED
A	93
A-	90
B+	86
B	83
B-	80
C+	76
C	73
C-	70
D	60
F	<60

Course Specific Policies on attendance, late work, make up work, examinations if outside normal class time, etc.:

Attendance: Attendance is critical for success. Excessive absence will affect your final grade considerably. If you expect to receive an A it is vital that you attend every class. Any officially excused absences with required written documentation by university policy will be excused, however the student is responsible for any material and assignments missed. I will not re-teach a topic because of an absence. Three or more unexcused absences will result in your final grade being dropped one letter grade. Additionally, arriving late to class two times will equal one absence and will affect your final grade.

Submission of Work: All work must be submitted on time per instructions to be eligible for credit. No unexcused late work will be accepted.

Communication: All course announcements will be made in Canvas and automatically sent to student's university email address. Students are expected to check email and Canvas regularly to stay current with course announcements and updates.

Course Schedule: The course schedule will be posted in Canvas and organized into learning modules. The course schedule may be subject to change throughout the semester.

Due Dates: All due dates are clearly posted in Canvas. All due dates are firm so please plan accordingly. No make-ups are allowed.

Readings and Class Materials: All assigned readings (textbook chapters and online supplemental materials) should be completed prior to class. I expect you will come to class prepared – ready to ask questions and comment on class materials.

Additional Information:

HOMEWORK: Homework in this class is designed to exercise your knowledge of the topics we discuss in class. In order to become a good web professional, it is essential to get hands-on experience. The best vehicle for this is homework.

Homework will be graded using a points scale.

Students will be given four major homework assignments in this course. Each assignment will have a grading rubric included. It is encouraged that students review this rubric prior to submitting work to ensure all assignment objectives have been met to the best of the student's ability.

Since there are only 4 homework assignments in this course, each assignment will be fairly involved. You will be given ample time to complete each assignment however it is strongly encouraged that you get started early and use your time wisely. Deadlines sneak up fast! It will be very difficult to perform well in this class if you leave your assignments to the last minute.

QUIZZES: Four timed, closed book quizzes will be conducted throughout the semester. Quizzes will be based on your assigned reading(s) as well as class lectures and discussions. No late or make-up quizzes will be accepted. A passing score on a quiz is 7 out of 10.

ADVANCED TOPIC PRESENTATION: Students will be required to give one ten-minute presentation on a related topic of their choice. Details will be posted in Canvas.

EXAM: There is a final exam in this course. This comprehensive, multiple choice exam is designed to measure your overall understanding of the concepts covered.

Academic Integrity Policy

Syracuse University's academic integrity policy reflects the high value that we, as a university community, place on honesty in academic work. The policy defines our expectations for academic honesty and holds students accountable for the integrity of all work they submit. Students should understand that it is their responsibility to learn about course-specific expectations, as well as about university-wide academic integrity expectations. The university policy governs appropriate citation and use of sources, the integrity of work submitted in exams and assignments, and the veracity of signatures on attendance sheets and other verification of participation in class activities. The policy also prohibits students from submitting the same written work in more than one class without receiving written authorization in advance from both instructors. The presumptive penalty for a first instance of academic dishonesty by an undergraduate student is course failure, accompanied by a transcript notation indicating that the failure resulted from a violation of academic integrity policy. The presumptive penalty for a first instance of academic dishonesty by a graduate student is suspension or expulsion. SU students are required to read an online summary of the university's academic integrity expectations and provide an electronic signature agreeing to abide by them twice a year during pre-term check-in on MySlice. For more information and the complete policy, see <http://academicintegrity.syr.edu/>.

Course Specific Policies on the Use of Turnitin:

In order to comply with FERPA and other legal requirements, instructors who use the software program Turnitin for detection of potential plagiarism should use one of the three submission methods listed below:

- 1) Have students submit their own papers or other assignments directly to Turnitin via Blackboard so that both student and instructor can view the results;
- 2) Have students sign a statement giving consent for submission of their papers to Turnitin; OR
- 3) Remove student names and all other identifying information before the instructor or teaching assistant submits student papers to Turnitin.

Instructors who use Turnitin should also include a statement on their syllabus explaining how Turnitin will be used in the course. A suggested Turnitin syllabus statement and suggested language for Turnitin consent forms can be found at <http://academicintegrity.syr.edu/turnitin-syllabus-statement/>.

Disability-Related Accommodations

If you believe that you need accommodations for a disability, please contact the Office of Disability Services (ODS), <http://disabilityservices.syr.edu>, located in Room 309 of 804 University Avenue, or call (315) 443-4498, TDD: (315) 443-1371 for an appointment to discuss your needs and the process for requesting accommodations. ODS is responsible for coordinating disability-related accommodations and will issue students with documented Disabilities

Accommodation Authorization Letters, as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact ODS as soon as possible.

Diversity and Disability Syllabus Statement: (in addition to the required syllabus statement)

Syracuse University values diversity and inclusion; we are committed to a climate of mutual respect and full participation. My goal is to create learning environments that are useable, equitable, inclusive and welcoming. If there are aspects of the instruction or design of this course that result in barriers to your inclusion or accurate assessment or achievement, I invite any student to meet with me to discuss additional strategies beyond accommodations that may be helpful to your success.

Religious Observances Notification and Policy

SU religious observances notification and policy, found at <http://hendricks.syr.edu/spiritual-life/index.html>, recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes and by the submission deadline for flexibly formatted classes.

For fall and spring semesters, an online notification process is available for students in **My Slice / StudentServices / Enrollment / MyReligiousObservances / Add a Notification**. Instructors may access a list of their students who have submitted a notification in My Slice Faculty Center.

[Enter course specific language as appropriate,]

[about how and when academic requirements will be made up]

Student Academic Work Policy

SU policy on student academic work may be found at:

http://coursecatalog.syr.edu/content.php?catoid=3&navoid=270#Student_Academic_Work

Student work prepared for University courses in any media may be used for educational purposes, if the course syllabus makes clear that such use may occur. You grant permission to have your work used in this manner by registering for, and by continuing to be enrolled in, courses where such use of student work is announced in the course syllabus.

If you use students' work for educational purposes, University policy requires that you notify students in your syllabus (Academic Rules, Student Academic Work). The Curricula Committee suggests the following language:

If you intend to use student work for educational purposes during the current semester:

Educational use of student work: I intend to use academic work that you complete this semester for educational purposes in this course during this semester. Your registration and continued enrollment constitute your permission.

If you intend to use student work for educational purposes in subsequent semesters:

Educational use of student work: I intend to use academic work that you complete this semester in subsequent semesters for educational purposes. Before using your work for that purpose, I will either get your written permission or render the work anonymous by removing all your personal identification.

If you are teaching a course in which students will complete a capstone project required for the degree:

As a generally accepted practice, honors theses, graduate theses, graduate research projects, dissertations, or other capstone projects submitted in partial fulfillment of degree requirements are placed in the library, University Archives, or department for public reference.

Course Schedule

Note: Course schedule is subject to change throughout the semester

Week/Lecture	Topic	Required Reading and Assignments
Week 1 8/30, 9/1	Course Introduction and Components of a Digital Strategy	Readings: The Companies That Define The Information Age Are The Ones That Know Consumers The Best Digital Strategy Basics
Week 2 9/6, 9/8	The Conversion Funnel & Search Engine Optimization	Readings: The Conversion Funnel The Beginners Guide to SEO (Chapters 1-5)
Week 3 9/13, 9/15	Search Engine Optimization	Readings: The Beginners Guide to SEO (Chapters 5-10) Assignment: Assignment 1 - Keyword Research and Optimization
Week 4 9/20, 9/22	The Digital Marketing Measurement Model	Readings: The Digital Marketing Measurement Model Quiz 1
Week 5 9/27, 2/29	The DMMM and Web Analytics	Readings: Web Analytics Segmentation: Do Or Die, There Is No Try! Assignment: Assignment 2: Google Analytics and the DMMM
Week 6 10/4, 10/6	Google Analytics	Readings: Your Web Metrics: Super Lame or Super Awesome?

Week/Lecture	Topic	Required Reading and Assignments
		Practical Web Analytics for User Experience: Chapter 3 – How Web Analytics Works
Week 7 10/11, 10/13	Landing Page Design, Optimization & A/B Testing	Readings: The Ultimate Guide to Landing Page Optimization Assignment: Assignment 3: Landing Pages Quiz 2
Week 8 10/18, 10/20	Social & Video Campaigns	Readings: The B2B Social Media Book: Chapter 2 – Five-Step Social Media Lead Generation Process
Week 9 10/25, 10/27	Lead Generation Through Email	Readings: Email Marketing an Hour a Day: Chapter 1 – Understanding Email Marketing Today Assignment: Assignment 3 - Email, Social and Video Campaigns
Week 10 11/1, 11/3	Paid Search & Display Ad	Readings: Advanced Google Adwords – Chapter 5 Landing Pages that Convert Searches into Buyers
Week 11 11/8, 11/10	Paid Search & Display Ad	Readings: Content Strategy by Smashing Magazine – What is Tone and Why is it Important. Quiz 3 Assignment: Assignment 4 - Pay-Per-Click Campaigns

Week/Lecture	Topic	Required Reading and Assignments
Week 12 11/15, 11/17	Content Strategy	Readings: Growth Hacker Marketing: An Introduction to Growth Hacking Quiz 4
Week 13	Thanksgiving Break	
Week 14 11/29, 12/1	Advanced Topic Presentations	Advanced Topic Presentations
Week 15 12/5, 12/8	Exam Review Final Exam	Review sheet posted in Canvas