

"Digital Media in the 21st Century" - Honors College  
Fall 2018-Spring 2019

Instructor: Kiesha Moodie  
Office Hours: After class  
Thursday 6:00 – 8:45 PM

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**Catalog Description:**

Learn to leverage data-driven digital media and marketing to be competitive in the space that influences the world today. From understanding the basics of Google Ads to programmatic media buying with Google DoubleClick, you will gain an understanding of how brands get seen by the right people at the right time, and hence how to make the most for your brand.

The class will be taught by industry experts arranged by Google and Google staff and will take you from covering the basics of working on a marketing project or with real clients through a hands-on curriculum. This course will position students that are pursuing any industry to contextualize consumer perspectives and behavior and understand how companies utilize that data to inform their decision related to their brand and messaging. This course will utilize Google's Academy platforms and will provide students the opportunity to gain skills and ultimately acquire relevant industry credentials authorized by Google.

This collaboration between the Honors College, StartUP FIU and Google is the perfect opportunity for students to acquire the skill sets needed in the 21st Century. The skills, real-world experiences, network, and credentials gained from the course will put students on the path towards expanded opportunities and career advancements with an understanding of how to influence the consumer in the digital age.

**Course Objectives:**

*Through successful completion of the course, the student will be able to:*

- Create, manage, and implement marketing strategies using 21st-century digital tools
- Apply the concepts to set up a successful and profitable digital marketing campaign
- Construct marketing plans using data from social media, AdWords, and related analytics that aligns to business owner's goals

- Develop an understanding of how to use Google tools online to create and execute a digital marketing plan

**Course Outcomes:**

*Through successful completion of the course, the student will:*

- Develop an ability to apply knowledge of digital marketing to achieve complex business objectives
- Understand how to create a detailed marketing plan and campaign to achieve a specifically defined business objective for the business community
- Obtain credentials and real-world experiences that expand career opportunity and trajectory

**Course Prerequisites/Core requisites:**

None

**Textbooks and Other Materials:**

The course makes use of open source tools and educational materials from Google available online. All course readings will be available online. Students will need reliable access to a computer and a reliable internet connection

The end of term project will entail students creating a digital marketing plan and campaign to pitch to a panel of experts that demonstrate what they learned. The group project typically consists of a four-student team.

**Course Procedures/Methodology:**

Readings, cases, and assignments must be completed and read in advance of each class. The first half of each class is devoted to discussing the readings and assignments. The second half is devoted to research and the semester project. Some classes will be held outside of the regular classroom setting as students engage with the digital media community and clients.

**Class and/or Professor Policies:**

Very active role in class discussion is expected and required. Cell phones, beepers, VR, AR or MR headsets for personal use are prohibited during class. Readings, cases, and assignments must be read and prepared in advance for each class

**Grading Standards and Performance Measures:**

Grading will be on a curve. The grade will be determined based on in-class presentations, assignments, quality of classroom participation, mid-term and final presentations.

**Grading:**

A 92-100

A- 90-91

B+ 88-89

B 82-87

B- 80-81

C+ 78-79

C 70-77

D 60-69

F < 60

*"Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas, and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook."*

**Grade Determination:**

Final Group Presentation	35%
Mid-term Group Presentation	25%
Course Assignments	30%
Class Participation	10%
Total	100%

*There are no make-ups for the mid-term and final group presentations. Absence from class may lower a grade, at the instructor's discretion.*

**Course Schedule:**

## **FALL 2018 - Digital Marketing & AdWords Basics**

- 8/23 and 8/30 - *Digital Basics*
  - Students will gain an understanding of opportunities to engage and capitalize on the digital age, economy, and media
  - Students will analyze the basic concepts in online advertising and sales skills.
  - Students will understand how to activate customer centric marketing
  - Course Assignment: 1. Google's Digital Sales Certification Course and Assessment
- 9/6 and 9/13 - *AdWords Fundamentals*
  - Students will develop an understanding of the basic and intermediate concepts of AdWords.
  - Students will analyze the benefits of online advertising and AdWords.
  - Students will identify best practices for managing and optimizing AdWords campaigns
  - Course Assignments: 1. Google's AdWords Fundamentals Online Course and Certification Assessment
- 9/20 and 9/27 - *Search Marketing*
  - Students will develop an understanding of the basics and intermediate concepts of online advertising and Google Ads in the Search Network
  - Students will identify best practices for managing, measuring, and optimizing search campaign ads across the Search network AdWords campaigns
  - Course Assignments: 1. AdWords Search Certification, 2. Google AdWords Fundamentals, and 3. Google Ads Search Course and Assessments
- 10/4 and 10/11 - *Optimizing Performance and profitability for Search Advertising & Mid-term Presentation*
  - Students will apply marketing tactics using the platform to optimize performance
  - Students will utilize the platform to construct a campaign for a company
  - Mid-Term Presentations
- 10/18 and 10/25 - *Display Ads*
  - Students will understand basic and intermediate concepts related to display network
  - Students will identify best practices for creating, managing and optimizing display campaigns
  - Course Assignments: 1. AdWords Fundamentals 2. Google Ads Display Course and Assessments
- 11/1 and 11/8 – *Ads Video*
  - Students will identify the best practices for creating, managing, and optimizing video advertising campaigns across YouTube and the web

- Students will utilize Google's video ad formats, targeting and measurement offering to drive optimal performance for video campaigns
- Course Assignments: 1. AdWords Fundamentals 2. Google Video Ads Course and Assessments
- 11/15 - *Mobile*
  - Students will best practices related to basic and intermediate concepts of mobile advertising, including ad formats, bidding and targeting, and campaign measurement and optimization
  - Students will utilize Google's video ad formats, targeting and measurement offering to drive optimal performance for video campaigns
  - Course Assignments: 1. AdWords Fundamentals 2. Google Ads Mobile Course and Assessments
- 11/29 - *Shopping*
  - Students will identify best practices to create a Merchant Center account, product data feed and creating and managing shopping campaigns
  - Course Assignments: 1. AdWords Fundamentals 2. Google Shopping Course and Assessments
- 12/6 - *Final Presentation*
  - Students will pitch a marketing plan to a panel of experts

SPRING 2019 - Semester 2: Marketing Module 2: Programmatic and Double Click

- To be released in the Fall

**Attendance Standards & Procedures:**

Attendance at class is expected and more than two absences will result in a lowering of one full grade in a student's final grade. Absences must be reported in advance to the TA.

**Religious Observances**

"Every effort will be made, where feasible and practical, to accommodate students whose religious practices coincide with class requirements scheduling. Please make sure to notify your instructor at the beginning of the semester of which dates you will be absent or any anticipated problems with completing coursework."

**Disability Resources**

"Every effort will be made, where feasible and practical, to accommodate students who are so challenged. Should you require accommodations, contact the [Disability Resource Center \(DRC\)](#), if you have not done so already." Please note that if you have a student who is registered with

the DRC, you will receive notification about the student's disability and a detailed description of accommodations the student will require.

### **Academic Misconduct Policy**

Registration in this course implies an acceptance of and compliance with the Honors College policies for students and the FIU Code of Academic Integrity. Please refer to the following documents for additional information:

FIU Code of Academic Integrity: <http://undergrad.fiu.edu/academic-integrity/index.html>

### **Honors College Academic Misconduct Statement**

In The Honors College, the term *honor* refers both to academic accomplishment and character. Students in Honors should, therefore, adhere to and be held to the highest standards of personal academic accountability. Academic dishonesty in any form, including plagiarism, is antithetical to the very definition of being an Honors student at FIU. Consequently, an Honors College student found responsible for academic misconduct will be dismissed from the College.

FIU Honors College Plagiarism Policy: <http://honors.fiu.edu/students/policies/#misconduct>

### **Procedures and Penalties**

An Honors faculty member may bring charges of academic misconduct against an Honors student if the faculty member suspects plagiarism or other forms of academic misconduct. The faculty member will decide whether to pursue informal resolution, file formal resolution charges, or take no further action, and will follow the procedures outlined in the [Honors College website \(http://honors.fiu.edu/honors-policies/#misconduct\)](http://honors.fiu.edu/honors-policies/#misconduct), and the [Academic Misconduct Procedures](#).

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FIU Code of Academic Integrity: <http://integrity.fiu.edu/>

### **Honors Citizenship Requirements**

Beginning in Fall 2014, Honors College students are required to accumulate at least **20 citizenship points** each academic year (Fall and Spring) by attending Honors College activities. Students attending only one semester (Fall or Spring) are required to accumulate **10 citizenship points**.

## **Honors Education in the ARTS (HEARTS)**

The HEARTS program is designed to give Honors College students opportunities to “explore and appreciate different artistic and cultural traditions and modes of artistic expression. HEARTS will also serve as a clearinghouse (and curatorial framework) for our students to experience the arts on campus and in the community by providing them with information about cultural activities and access to performances with free or discounted tickets. See <http://honors.fiu.edu/hearts/>.

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### **GL Learning Outcomes for IDH 3034-5**

- **Global Awareness:** Students will be able to demonstrate knowledge of the interrelatedness of local, global, international, and intercultural issues, trends, and systems.
- **Course Learning Outcome:** Students will demonstrate knowledge of the interrelated global dynamics (social-cultural, political, economic, etc.) that shape aesthetics, values, and authority in diverse cultural contexts.
- **Global Perspectives:** Students will be able to develop a multi-perspective analysis of local, global, international, and intercultural problems.
- **Course Learning Outcome:** Students will be able to analyze the multiple global forces that shape their understanding of aesthetics, values, and authority — economic, political, sociological, technological, cultural, etc.
- **Global Engagement:** Students will be able to demonstrate a willingness to engage in local, global, international, and intercultural problem-solving.
- **Course Learning Outcome:** Students will be able to develop solutions to local, global, international, and/or intercultural problems related to aesthetics, values, and authority.

## **Student Portfolios**

The Honors College will be using a portfolio method to assess students’ learning outcomes. The portfolio method allows for maximum flexibility in gauging student learning. You will decide (with instructor consultation) what “artifacts” or assignments to include for consideration in your portfolios to demonstrate successful achievement of each of the student learning outcomes.

Portfolios provide a rich context for students to show what they have learned and to explain their learning process. Because the Honors curriculum is meant to be thought-provoking and reflective, stud