



Course Syllabus
SEMESTER
School of Business, Hospitality Management and Public Safety _

<i>Course Name:</i>	Marketing Planning & Management
<i>Course & Section Number:</i>	MKT 242-XXX
<i>Meeting Day(s) & Time(s):</i>	Online
<i>Credits:</i>	3
<i>Contact Hours:</i>	3
<i>Text:</i>	N/A
<i>Instructor's Name:*</i>	
<i>Office Hours & Location:</i>	
<i>OCC Phone:</i>	
<i>OCC Email:**</i>	
<i>Additional Contact Information:</i>	

*Please call me NAME; it is my preferred name. If you have a preferred name, please let me know so I can use it. (Optional)

**Please use only Owens email for course communications.

Catalog description: Builds on the MKT 101 skills to learn effective strategies for marketing on the World Wide Web. Emphasizes evaluating the marketing effectiveness of Web sites, considering reasons for marketing on the Web, assessing the target audience, and gathering Web marketing data.

Prerequisites: MKT 101

Course Materials:

This course is an Open Education Resource type of course and in this case, there is no textbook but rather the use of outside materials of current vintage will be used in the place of a textbook.

You will need access to a computer, reliable Internet connection, and capability to create Microsoft Word documents.

What You Will Learn in the Course

Course Objectives:

1. Learn the fundamentals of digital marketing.
2. Identify real world applications of digital marketing fundamentals.
3. Understand the importance of “brand” and brand management.
4. Learn how to conduct audience analysis and develop effective messaging accordingly.
5. Identify the reasons and rationales behind why sites get built and how they are used to build an audience.
6. Describe how companies use the web to earn revenue and build recognition among their desired audience.
7. Recognize the strategies behind how to drive traffic to a site and the tools that are available to keep audiences coming back.
8. Know the role marketing plays in the building of a successful web site.
9. Learn how to develop and manage a budget for marketing purposes

Student Learning Outcomes:

Students will:

Outcome	Where Assessed
1. Demonstrate an understanding of the ethical, legal and social responsibilities of a marketer.	Integrated Marketing Campaign
2. Design and demonstrate a sales presentation.	Integrated Marketing Campaign
3. Demonstrate the ability to develop and maintain customer relationships.	Integrated Marketing Campaign
4. Demonstrate the ability to collect market information and analyze the results.	Analytics and Market Data Assignment
5. Demonstrate mastery of online, offline, and hybrid / integrated marketing techniques. 6.	Integrated Marketing Campaign

Technology, Lab, and File Requirements:

Computer
Internet Access

Academic Support

Disability Services Resource Center: If you have a disability or acquire one, you may be entitled to receive reasonable accommodations intended to assure you an equal opportunity to participate in and benefit from the program. To receive more information or to register for accommodations, please contact the Disability Resource Center at 567-661-7007, email disability@owens.edu, visit <https://www.owens.edu/disability/>, or stop by College Hall 124.

Tutoring Services: Owens Community College offers academic tutoring and assistance in a variety of subjects including accounting, computing, economics, mathematics, science, and writing. For more information go to: <https://www.owens.edu/successcenters/>.

Counseling Services: Counseling Services provides assistance to students experiencing personal, educational, interpersonal/relationship, family, social, or psychological difficulties. If you feel you may benefit from this service, please contact them at counselingservices@owens.edu. More information is at <https://www.owens.edu/counseling/>.

Campus and Community Connections: The Center for Campus and Community Connections (College Hall 123) is a walk-in office created to provide retention support through resource stability initiatives and community connections. Go here for more information: <https://www.owens.edu/connection/> or contact connections@owens.edu

Owens Library: The Owens Library offers two locations (Toledo and Findlay) as well as online resources. For more information visit <https://www.owens.edu/library/>.

Students can find more information on campus resources, student support, student life, and security at this [link](#).

General Information

Student Code of Conduct: All students are expected to follow Owens Community College's Student Code of Conduct, which includes academic honesty, encompassing plagiarism. See the Board Policy for more information.

Anti-Discrimination and Harassment & Title IX/Sexual Misconduct: All students, faculty, and staff are expected to follow Owens Community College's Anti-Discrimination and Harassment Policy and the College's Title IX Policy/Sexual Misconduct Procedures and Guidelines. The College strictly prohibits and will not tolerate harassment, discrimination, intimidation, or hostile/offensive working or learning environments.

Religious Accommodations: A student seeking an accommodation for an absence permitted under Ohio's Testing Your Faith Act must provide the instructor with a written email notice with the specific dates for an absence, and must do so not later than fourteen (14) days after the first day of instruction. Alternative accommodations are not retroactive, and no academic penalty will

be imposed for an absence under the policy*. The request for an alternative accommodation will be kept confidential. Students with questions about a religious accommodation under Ohio's Testing Your Faith Act may contact the College's Office of Academic Affairs: provost@owens.edu. The policy may be found on the Owens website: [3358:11-2-63 Accommodation](#) for a Student Absence for the Observance of Religious Beliefs and Practices Policy

Document Collection: Throughout the semester, your instructors may ask for a variety of assignments including tests and/or quizzes for student learning of institutional general education competencies or program assessment. Please save all your class materials until the end of the semester.

Classroom Admittance: OCC classes shall only be attended by the officially registered OCC students or prospective students, instructor of record, guest lecturer, or substitute. Visitors are not permitted to be in the classroom and should not be invited to attend or participate in the class. See [FERPA](#) regulations for more information.

Use of AI:

Use of AI Tools: In this course, students are encouraged to explore and utilize generative AI tools, such as chatbots, text generators, paraphrasers, etc., as part of their learning and coursework. Proper attribution and transparency about your usage of an AI tool are expected.

Here are some examples of ethical and responsible generative AI use.

- Use AI tools only for tasks that are appropriate for your level of learning and understanding. Do not use AI tools to replace your own thinking or analysis, or to avoid engaging with the course content.
- Cite any AI tools you use properly, following the citation style specified by the instructor.
APA Example:
 - OpenAI. (2024). *ChatGPT* (Mar 14 version) [Large language model]. <https://chat.openai.com/chat>
- Provide evidence of how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability, how you integrated its output with your own work, and how you acknowledged its limitations and biases.
- Take full responsibility for any mistakes or errors made by the AI tool. Do not rely on the AI tool to produce flawless or correct results. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the output after submission, notify the instructor immediately and correct them as soon as possible.
- If you are working on a group assignment, discuss the use of AI tools with your group members and agree on how you plan to use them and how you will be transparent with the instructor regarding their use.

If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor before submitting your work.

Student Responsibilities & Instructor Expectations

Student Responsibilities:

Assignment Submission: All assignments are to be submitted on Blackboard. **Assignments will be due by TIME on the listed due date.**

Late Submissions: Late Submissions will be subject to point deductions at my discretion.

Communication with instructor: The best way to reach me is via email. I also have office hours listed below and at the top of this syllabus. Please contact me or the business school to make an appointment.

- **WEEKLY ANNOUNCEMENTS:** I will post an announcement with updates from previous weeks and list what assignments are due for the current week. It is very important that you read the weekly announcements to ensure you are caught up.

Attendance: This class is entirely online but you are expected to log in at least 2-3 times a week.

Contact the Owens Help Desk **(567) 661-7120** if you are experiencing technical issues with your username and/or password or having navigational issues in Blackboard.

NOTE: DATE is the **last day students can drop the course without receiving an official letter grade.** Please consult with your academic advisor prior to end of semester to review options.

Instructor Expectations:

Grading: Assignments and Tests will be graded within one week of the posted due date. Late assignments will be graded within two weeks from the submitted date.

Make-Up Policy: I will allow assignments to be made up if you have contacted me at least 24 hours prior to the posted due date explaining why you are unable to meet the deadline.

Email Response: Monday- Friday I will try to respond within 24 hours. On weekends I will respond within 48 hours. When emailing me please include your course and section number.

How Grades are Determined and Major Assignments

Evaluation Measure The grade points for the areas of work are as follows.	Student Learning Outcomes Assessed	Value
Chapter Assignments (13 @ 50 points each)	SLO 1, 2, 3, 4 and 5	1500 points
Discussion Posts (3 @ 100 points)	SLO 1, 2, and 3	300 points
Career Preparation/Reflection		100 points
Final Project	SLO 2, 4 and 5	800points
Total		2700 points

The final course grade is to be computed using the following weights.

Grading Scale

Grade	Points
A	2295-2550
B	2040-2294
C	1785-2039
D	1530-1784
F	0-1529

Chapter Assignments

An assignment will be due each week for each chapter (first 13 weeks). We will focus on one core skill per assignment.

Discussion Posts:

There will be a total of 3 Discussion Posts due throughout the semester. For full credit you will be required to post a response to the prompt and respond to at least 2 peer discussion posts. See Blackboard for due date details.

Final Project:

Students develop a comprehensive integrated marketing strategy for a chosen brand. This final project must demonstrate mastery of:

Collecting market information

- Analyzing results to drive decisions
- Connecting online, offline, and hybrid marketing elements
- Creating a cohesive digital strategy
- Projects must include:
 - Market data summary (survey insights + search data)
 - Buyer personas
 - Integrated customer journey map (online + offline)
 - SEO keyword strategy + content plan
 - Landing page redesign

- Email flow
- Social + web + offline campaign integration
- Analytics KPIs
- Final presentation deck

Career Preparation/Exploration:

Students refine their portfolios and practice articulating their marketing competencies. Update their LinkedIn profiles to reflect new technical skills and projects completed in this course.

Important Dates to Remember

Important Dates to Remember (for 16-week classes): SEMESTER	
DATE	Semester Begins
DATE	Last day to ADD 16-week classes (w/o faculty signature)
DATE	Last day to DROP (100% refund)
DATE	Last day to DROP (60% refund)
DATE	Last day to DROP (50% refund)
DATE	Spring book voucher ends
DATE	Last day of Classes
DATE	Commencement

Tentative Class Assignments:

Week	Topic	Due Dates
1	Introduction to Digital Marketing Assignment: Introductory Website Audit Discussion: Best website experiences and why they work.	Due DATE
2	Customer Journey, Market Information, and Personas Assignment: Market Information Survey + Insight Summary Two Buyer Personas	Due DATE
3	Content Strategy and Brand Voice Activity: <i>ESG in Action</i> Assignment: Homepage Hero Rewrite (3 versions)	Due DATE
4	User Experience (UX) and Webpage Layout Assignment: Webpage Layout Mockup (PDF or image)	Due DATE
5	SEO: Fundamentals: Market Behavior & Search Intent Assignment: Keyword Research Report + Insight Analysis Discussion: What did the search data reveal about consumer needs?.	Due DATE
6	SEO Application: On-Page Optimization Assignment: SEO-Optimized Landing Page Copy	Due DATE
7	Social + Web Intergration & Hybrid Marketing Techniques Assignment: Integrated Mini-Campaign Plan (Must include at least one offline/hybrid touchpoint + UTM tracking plan.)	Due DATE

Week	Topic	Due Dates
	Discussion: Examples of successful hybrid or in-store to web funnels.	
8	Email Marketing & Automation Assignment: 3-Email Welcome Flow	Due DATE
9	Analytics & Market Data Interpretation (GA4) Assignment: GA4 Insight Summary	Due DATE
10	AI Tools for Digital Marketing Assignment: AI-Generated Headline + Copy Variations + Reflection	Due DATE
11	Digital Advertising Fundamentals Assignment: Ad + Landing Page Pair (mock)	Due DATE
12	Short-Form Video & Storytelling Assignment: Video Storyboard or Short-Form Video	Due DATE
13	Portfolio Development Assignment: Portfolio Draft Submission	Due DATE
14	Final Project Build Week	Due DATE
15	Final Project Submission & Presentation	Due DATE
16	Final Exam	Due DATE
	Graduation	

Disclaimer: The instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course. Please note that while unlikely, there is a possibility courses might need to change the delivery method due to external issues like public health concerns, weather issues, etc. If this happens, the college will communicate any changes via email and/or other communication methods.