

Semester: AU 2025 **Lecture Class Day/Time:** Mondays 11:10am-12:30pm

Lecture Room: Scott Lab E040

Recitation Class Day/Time: Wednesdays 8am-9:20am

Recitation Room: Mason Hall 405

Instructor: Claire Adams, MBA

E-mail: adams.2547@osu.edu

Office Location: 252 Fisher Hall

Office Hours: Mondays 12:30-2:30pm & Wednesdays 11am-12:30pm [SIGN-UP HERE FOR OFFICE HOURS](#)

Course Description: The digital world has transformed the way we experience life; connecting us to an infinite amount of information, people, products and businesses. Access to information has shifted the consumer paradigm, giving people more power and influence over brands and businesses unlike ever before. In this course, students will study the digital ecosystem, the role of each digital marketing channel and its impact on the consumer/customer experience.

Course Learning Outcomes:

- Establish foundational understanding of the digital landscape
- Connect digital marketing tactics to marketing strategy and objectives
- Develop an understanding of the types of digital marketing by exploring the following:
 - **Web Design:** Understand and apply multiple web design frameworks for improving conversion rates on a website of any kind.
 - **Web Analytics:** Identify the correct KPIs for a variety of digital tactics and design recommendations to deliver the highest ROI.
 - **Search Engine Optimization:** Understand how search engines work and perform search engine optimization on a website.
 - **Search Engine Marketing:** Learn the mechanics of paid search ranking. Design a SEM campaign and evaluate its effectiveness.
 - **Online Advertising:** Understand the various methods of online display advertising. Create an online display ad campaign and measure its return on ad spend (ROAS).
 - **Social Media:** Utilize knowledge of social media tactics to design an effective social media campaign.
 - **Email Marketing:** Understand best practices in email marketing and implement them with an email database of customers.

Pre-Requirements: BUSML 3250 or BUSML 3150

Course Format: The class will meet twice a week. The lecture session will be on Mondays from 11:10am-12:30pm in Scott Lab E040 and the recitation section will meet on Wednesdays from 8am-9:20am in Mason Hall 405. During the lecture students will be exposed to the foundations of digital marketing and the digital landscape. The recitation sections will be where students will apply lecture concepts and frameworks through in-class activities, simulation assignments and team projects.

Required Texts/Materials: There are three components to the required course materials: (1) Stukent Digital Marketing e-text, (2) Stukent Simternship® (purchased with e-text) and (3) Harvard Business Review (HBR) Course Packet. Instructions for purchasing and accessing these materials is posted on Carmen. Below are details of the required materials:

- Stukent Digital Marketing e-text & Simternship® ISBN 978-0-9967900-3-1 \$99.99
- Harvard Business Review Course Packet \$13.70

Evaluation Criteria:

Graded Components	% of Total	Type	Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below:
Quizzes	10%	N †	Independent Work [N †]: Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.
Digital Marketing Certifications	10%	N †	
Stukent Digital Marketing Simternship®	20%	O 🗨️	Collaboration Required [C 🗨️]: An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).
Simternship® Team Reflection Paper	10%	C 🗨️	
Case Competition Presentation Deliverable	20%	C 🗨️	Collaboration Optional [O 🗨️]: Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one's original and individual creation.
Case Competition Presentation Effectiveness	10%	N †	
Peer Evaluations for Team Assignments	10%	N †	
Attendance & Participation	8%	N †	
Course Evaluations	2%	N †	

Academic Conduct

If a student is suspected of, or reported to have committed, academic misconduct in this course, the instructor is obligated by University Rules to report my suspicions to COAM. If you have questions about the policy or what constitutes academic misconduct in this course, please contact your instructor. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#).

University Policies, Services and Resources
go.osu.edu/UPolicies



Fisher Undergraduate Handbook and QuickLinks
www.bsalinks.com



Fisher Navigator Resource Portal
www.nav-1.com



University Healthy and Safety Guidelines can be found at <https://safeandhealthy.osu.edu/>

Course Format and How this Course Works:

Mode of Delivery: Students are expected to attend class in-person on Mondays from 11:10am-12:30pm in Scott Lab E040 and on Wednesdays from 8:00am-9:20am in Mason Hall 405. Due to the digital component of this course and the assignments, there could be some days where students will work remotely, or class will be held online via Zoom. This will be noted and communicated on the Carmen Course page.

Pace of online activities: This course is divided into weekly modules that are released at a minimum of one week prior. Students are expected to keep pace with weekly deadlines.

Credit hours and work expectations: This is a 3-credit-hour course. According to [Ohio State policy](#), students should expect 3 hours per week of time spent on direct instruction (e.g., instructor content, Carmen activities, application exercises, etc.) in addition to 6 hours of homework (i.e. reading, quizzes, certifications, project assignments, individual assignment, class preparation) to receive a grade of (C) average.

Attendance and participation requirements: Attendance is a graded component of the course. Students are required to attend both the lecture and recitation classes in-person and are encouraged to participate to maximize their learning experience. Students should be prepared to be called on in class and are encouraged to ask questions.

Attendance is taken during all lecture and recitation classes. There are no "make-ups" for attendance points so if you miss class, you miss the points. To accommodate for illness or unexpected priorities students may have, **the instructor will excuse up to four classes from your attendance grade.**

Attendance points are earned by utilizing the TopHat code provided at the start of class. If you miss the TopHat code at the start of class, you are required to notify the instructor at the end of the class to receive credit for attendance points. Once the class is over and the students have had the opportunity to enter their TopHat code there is no longer an opportunity to earn the points. It is the students' responsibility to check their attendance scores in TopHat each class session to ensure the attendance is recorded correctly. If you have an issue with entering your score that day, please notify the instructor **before** you leave the classroom. **The instructor will not adjust attendance grades after class.**

Office Hours: Office hours are optional. Your instructor will host weekly office hours via Zoom on Mondays 12:30-2:30pm & Wednesdays 11am-12:30pm. You may book appointments in 15min increments. Appointments should be booked at least 24hours in advance. You will receive a confirmation email with the Zoom information for the appointment. If you do not receive a confirmation before your meeting, please email Claire Adams (adams.2547@osu.edu). Please [click here](#) to book your office hour appointment.

Late Assignment Policy: Students are expected to complete the assignments by the due dates and times listed in Carmen (also listed in the course calendar of the syllabus on pages 7-8). If a student turns in the assignment late, but within 24 hours of the due date/time then 20% will be deducted from their grade. After the 24 hours expires, students will receive a zero for assignments not turned in. Extensions for assignments are permitted for extenuating circumstances (hospitalization, medical emergencies, funerals, car accidents etc.), however students must notify the instructor within 24 hours of the assignment due date and time. If the student fails to notify the professor requesting in writing an extension within the 24hrs of the due date, then the student will receive a zero. Please note all assignments close 24hrs after the due date in Carmen.

Testing Policy for Quizzes: There are no make-ups for quizzes. Students have a full week to complete the quizzes and the lowest quiz score is dropped to account for any issues that might arise for the students.

Presentation Policy: Make-ups for presentations are permitted for extenuating circumstances (hospitalization, medical emergencies, funerals, car accidents etc.) and with proper documentation. Each decision of potentially allowing a make-up presentation is made by the instructor on a case-by-case basis. Additionally, students **MUST** contact the instructor (Claire Adams, adams.2547@osu.edu) before the start of the presentation scheduled. If the student fails to notify the professor requesting in writing a make-up presentation before the start of that presentation, then the student will receive a zero.

Dis-enrolled: Students who fail to complete an assignment for this course, without giving prior notification to the instructor, will be dis-enrolled after the 3rd instructional day of the term, the 1st Friday of the term, or the 2nd class meeting of the course, whichever occurs first.

Graded Component Details

1. **Quizzes (10% of total grade):** Students will complete a total of 5 quizzes throughout the semester which will test their knowledge on the assigned readings (e-text and course packet). Quizzes will be administered online in Carmen. Students may take the quiz anytime within a week prior to the due date. Each quiz is 20min and contains 5-10 questions. Questions are formatted as multiple choice and/or true/false. **Quizzes are CLOSED EVERYTHING and are an individual activity so you MAY NOT take the quiz with anyone else in the room.** All quizzes will be monitored with HonorLock so you must have a working webcam and microphone to take the quizzes. Students have a full week to complete the quiz. There is a 24hr grace period after the due date with a 20% penalty, but after that time no make-up will be permitted. The instructor will drop the lowest quiz score at the end of the semester so only the top four scores will count towards a student's final grade.

- 2. Digital Marketing Certification (10% of total grade):** Students will complete a total of 3 certifications this semester. Students may choose 2 certifications from the list below and are required to take a specific Google Certification for the Case Competition at the end of the semester. Below is a list of certification options and the estimated time to complete each one. For the certification options below, each student is required to submit a PDF or screen shot of their certificate to Carmen by the deadline listed in the course calendar (also listed in the Carmen Course Modules). Additional assignment details are listed in Carmen. If a student has completed one of the certifications within the last 12 months and the certification is not expired, then they are permitted to submit verification of that certificate without having to repeat the certification process. Only one substitution is permitted.
- **REQUIRED Digital Marketing Certification:** A specific Digital Marketing certification (free) will be required at the end of the semester for the case competition and will count as the third certification. Additional details will be provided on Carmen.
 - **Option #1: Google Skillshop: Google Analytics Certification (1-2hrs)**
 - **Option #2: Google Skillshop: Google Ads Display Certifications (2-3hrs)**
 - **Option #3: Google Skillshop: Google Ads Creative Certification (2-3hrs)**
 - **Option #4: HubSpot Academy: Social Media Marketing Course (4-5hrs)**
 - **Option #5: Personal Branded Website** This assignment gives students the opportunity to create a WordPress personal branded website. This is a great way to create an online portfolio of work that potential employers can visit to learn more about you.
 - **Option #6: Choose Your Own Certification** Students are permitted to contact the instructor, Claire Adams, via email adams.2547@osu and request a substitution for a certification of their choosing. Students must contact the instructor at least 7 days prior to the due date of this assignment to get approval. Students must include the following information in their email to the instructor: link to the certification, description of the certification, length of time to complete the certification and rationale for why the student wants to make the substitution.
- 3. Stukent Digital Marketing Simternship® (20% of total grade):** The Stukent Digital Marketing Simternship® will require each student to complete the rounds individually by logging into their own individual accounts. Students will be assigned to a team of 4-5 students and may work collaboratively to complete the Stukent Digital Marketing Simternship® throughout the semester. The simulation allows students to apply the learnings from class and expand their knowledge when it comes to (1) writing targeted ads, (2) performing strategic keyword research, (3) creating high-converting landing pages, (4) measuring KPIs, (5) pricing products and (4) developing email marketing. Additional details are posted on Carmen. Artificial Intelligence (AI) tools may be used for the creation of the keyword list, ad copy and website copy in the simulation.
- 4. Team Reflection Paper: Stukent Simternship® (10% of total grade):** Students are asked to reflect on their individual work and teamwork throughout the semester in the Stukent Digital Marketing Simternship®. The paper should be a minimum of 1000 words and a maximum of 1500 words, Arial 9pt font, single spaced. All students should review the assignment rubric posted on Carmen before beginning the assignment. You MAY NOT use any AI technology for this assignment. Artificial Intelligence (AI) tools are not permitted for writing this paper. Below is an outline students should follow to complete this assignment:
- **Overview & Introductions:** State the objectives of the simulation and outline the key points and takeaways from the simulation.
 - **Approach & Modifications:** Explain how you approached the simulation as a team and individually. If you tracked your changes throughout the rounds, explain how you did this and provide examples in the appendix.
 - **Results, Analysis & Key Findings:** Analyze your individual and team results. Summarize the key findings from these results. Identify any key data points that stand out, or results that are notable. This should encompass both successes and challenges experienced throughout the simulation. Explain why results may vary in the simulation and why you can't predict the exact results from each change you made in the simulation.
 - **Recommendation for Future Students:** This portion of the assignment should address the challenges you experienced and what your team would recommend for future students to help them avoid these challenges.
 - **Appendix:** The Appendix should include a summary of each team members' individual results including the campaign results by round. This should not be a copy and paste from the simulation, but rather a summarization of the data that led to your key findings. It is recommended that you use Excel to help you provide the summary of results in the appendix. A *Works Cited* should be provided in the appendix if you use resources to substantiate your paper.
- 5. Case Competition Presentation Deliverable (20%):** This assignment offers students a unique opportunity to apply their theoretical knowledge to a real-world situation at the end of the semester. Students will be working with their teams and will be provided with a digital marketing case from an outside client. Over the course of two weeks, the teams will be expected to analyze the case, develop a comprehensive solution, and present their findings and recommendations to the client in the final week of the semester. This portion of the grade will be the presentation file (i.e. PPT) submitted on Carmen. Artificial Intelligence (AI) tools may be used for the creation of images in the presentation, but may not be used to create copy. The information provided in the PPT should be copy that is written by the team.
- 6. Case Competition Presentation Effectiveness (10%):** A crucial skill in any marketing role is the ability to clearly and persuasively communicate information. This portion of the grade is related to the actual live case competition presentation and will be evaluated on dimensions including clarity, persuasiveness and professionalism. The specific presentation grading criteria are included in Carmen. Each student will be evaluated individually for their presentation effectiveness.
- 7. Peer Evaluations for Team Assignments (10% of total grade):** Students will be asked to rate and review their team members at the mid-point and final weeks of the semester. Based on the peer ratings, students will receive a % score that is then multiplied by 10% of the student's final grade for each peer evaluation. Individuals who receive less than 75% on their final Peer Evaluation (as an average of all teammates' evaluations) will receive only 75% credit of the team graded components.

- 8. Attendance & Participation (8% of total grade):** Attendance is a graded component of this class and participation is key to being successful. Please see the “Attendance Policy section on page 2 for the details and information. Participation will be graded based on the in-class activities and assignments. Students will work with their teams to complete class activities that are relevant to that week’s topic. Only one person from the team needs to submit the final activity sheet to Carmen by the due date listed in the Course Calendar and on Carmen. If you are not present for the day of the class activity, you will not receive credit.
- 9. Course Evaluations (2% of total grade):** It is important for your instructor to understand how you are progressing in the class. To help assess students’ experiences there will be a midpoint course evaluation and final course evaluation posted on Carmen. You receive full credit for completing both anonymous surveys. These are like SEIs, but you will also need to complete the official SEI survey in addition to these assignments.

Please read the table below carefully. It establishes key guidelines, rules and details for assignments and quizzes listed above.

	Quizzes	Digital Marketing Certifications	Papers & In-Class Activities	Digital Marketing Simternship®	Case Competition Deliverables
Open Book, Assignments, Course Materials, External Materials	No	Yes	Yes	Yes	Yes
Open Web, Text or Chat (Google, GroupMe, Quizlet etc.)	No	Yes	Yes	Yes	Yes
Time Limit	20min	Varies by Certification	Varies by Assignment	Unlimited	Unlimited
# of Attempts	1	Unlimited	1	1 (Per Round)	1
Use of AI Technology	No	Varies by Certification	No	Yes*	Yes*
Collaboration with Others	No	No	Yes	Yes	Yes

*See AI policy in course assignment details.

Grading Scale

Below is the *minimum* required percentage to earn each grade. The instructor does NOT round up or down. Grades are based on %, not the letter grade assigned by Canvas (Canvas makes assumptions that the instructor does not).

Letter (Points)	Range	Percentage
A (4.0)	100% - 93%	93%
A- (3.7)	90% - 87%	87%
B+ (3.3)	83% - 80%	80%
B (3.0)	77% - 73%	73%
B- (2.7)	70% - 67%	67%
C+ (2.3)	60% - 57%	57%
C (2.0)	50% - 47%	47%
C- (1.7)	40% - 37%	37%
D+ (1.3)	30% - 27%	27%
D (1.0)	20% - 17%	17%
E (0.0)	0% - 0%	0%

- The instructor DOES NOT change grades (except for clerical/math errors). Students may **appeal**, but their grade **may go up or go down** based on a re-evaluation. Appeals must be made in writing via email within 7 days of students receiving the grade. Students must explain the appeal as best as possible. Appeals will not be considered if it is a verbal complaint. The instructor does not promise to change the grade, but will consider the appeal carefully and fairly.
- Once the final course grading scale is set, it is set. Even if a student misses the next letter grade by .001%, the grade stands.
- The BSBA program recommends a **GPA of 3.2-3.6** in all business core classes. The actual grade assigned will be based on what students earn.

Additional Policies

You can find a list of university policies and resources at go.osu.edu/UPolicies, but here are a few important ones.

Academic Misconduct: Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University’s Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University’s Code of Student Conduct and this syllabus may constitute Academic Misconduct. The Ohio State University’s Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: Any activity that tends to compromise the academic integrity of the University or subvert the educational process. Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University’s Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct. If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University’s Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me. You can also review these resources:

- [Committee on Academic Misconduct](http://go.osu.edu/coam) (go.osu.edu/coam)
- [Ten Suggestions for Preserving Academic Integrity](http://go.osu.edu/ten-suggestions) (go.osu.edu/ten-suggestions)
- [Eight Cardinal Rules of Academic Integrity](http://go.osu.edu/cardinal-rules) (go.osu.edu/cardinal-rules)

Artificial Intelligence Policy: Recent developments in generative artificial tools, including ChatGPT and others, hold great potential for learning in new ways; however, students should not use these tools in the completion of course assignments unless their instructor specifically authorizes the tools' use. Unless I specifically mention otherwise (and in writing), the use of any AI-generated content in any deliverables in this course will be considered academic misconduct and will be acted on as such. Writing assignments will be turned in online and I will be using Turnitin and other applications that have AI detection algorithms. You need to complete the assignments using your own brain and your own thinking which will lead to more of your own learning! Students are encouraged to review the guidelines outlined in the Code of Student Conduct about completing academic activities with fairness and honesty.

Course Technology: For IT help, contact the Ohio State IT Service Desk at ocio.osu.edu/help or servicedesk@osu.edu

1. Baseline technical skills for online courses:
 - Basic computer and web-browsing skills.
 - Navigating Carmen.
2. Required technology skills:
 - [CarmenZoom for virtual meetings.](#)
 - [Recording a slide presentation with audio narration.](#)
 - [Recording, editing, and uploading video.](#)
3. Required equipment:
 - Computer: Current Mac (OS X) or PC (Windows 7+) with high-speed internet connection.
 - Webcam: Built-in or external webcam, fully installed and tested.
 - Microphone: Built-in laptop or tablet microphone, or external microphone.
 - Mobile device (smartphone or tablet) or landline to use for [BuckeyePass](#) multi-factor authentication. It is recommended that you [register multiple devices](#) in case something happens to your primary device.
4. Required software:
 - [Microsoft Office 365](#). All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.
5. Carmen Access:
 - You will need to use BuckeyePass multi-factor authentication to access your courses in Carmen. To ensure that you can connect to Carmen at all times, it is recommended that you take the following steps:
 - i. Register multiple devices in case something happens to your primary device. Visit the [Duo Mobile application](#) help article for step-by-step instructions.
 - ii. Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click Enter a Passcode and then click the "text me new codes" button that appears. This will text you ten (10) passcodes good for 365 days that can each be used once.
 - iii. Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP).

HonorLock Monitoring: Students may request an in-person proctoring alternative to HonorLock or other online proctoring tools. Students are expected to contact the instructor by the second week of class to coordinate the accommodation, and students will be responsible for scheduling the quizzes at the Student Testing Center. Students will not be permitted to take remotely proctored quizzes in their homes or residence halls unless they are willing to conduct a room scan. By choosing to take the quizzes in their home or residence hall, the student is consenting to the room scan of the area in which they take the exam. Students may take the quizzes at any location of their choice (e.g., the library, a study room, WeWork, etc.), but you will be required to do a room scan and no one else should be in the room with you.

Disability Accommodations: The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. [Click Here to schedule](#) an appointment. You can connect with SLDS at slds@osu.edu; 614-292-3307; or slds.osu.edu. or in person at 98 Baker Hall, 113 W. 12th Ave.

Safety and Health Requirements: Please stay up-to-date on the required compliance for students, faculty and staff by visiting the "Safe and Healthy Buckeyes website: <https://safeandhealthy.osu.edu/>. All faculty, staff and students are required to comply with and stay up to date on all [university safety and health guidance](#), which may change throughout the semester. Non-compliance with the university policy will be warned first and disciplinary actions may be taken for repeated offenses. The university strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, please register with Student Life Disability Services. After registration, please make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Your Mental Health: As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you or someone you know are suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614-292-5766. CCS is located on the 4th floor of the Younkin Success Center and 10th floor of Lincoln Tower. You can reach an on-call

counselor when CCS is closed at 614-292-5766 and 24-hour emergency help is also available through the 24/7 by dialing 988 to reach the Suicide and Crisis Lifeline.

Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation. To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

Online reporting form at equity.osu.edu,
Call 614-247-5838 or TTY 614-688-8605 or Email equity@osu.edu

Religious Accommodations: Ohio State has had a longstanding practice of making reasonable academic accommodations for students' religious beliefs and practices in accordance with applicable law. In 2023, Ohio State updated its practice to align with new state legislation. Under this new provision, students must be in early communication with their instructors regarding any known accommodation requests for religious beliefs and practices, providing notice of specific dates for which they request alternative accommodations within 14 days after the first instructional day of the course. Instructors in turn shall not question the sincerity of a student's religious or spiritual belief system in reviewing such requests and shall keep requests for accommodations confidential. With sufficient notice, instructors will provide students with reasonable alternative accommodations with regard to examinations and other academic requirements with respect to students' sincerely held religious beliefs and practices by allowing up to three absences each semester for the student to attend or participate in religious activities. Examples of religious accommodations can include, but are not limited to, rescheduling an exam, altering the time of a student's presentation, allowing make-up assignments to substitute for missed class work, or flexibility in due dates or research responsibilities. If concerns arise about a requested accommodation, instructors are to consult their tenure initiating unit head for assistance. A student's request for time off shall be provided if the student's sincerely held religious belief or practice severely affects the student's ability to take an exam or meet an academic requirement and the student has notified their instructor, in writing during the first 14 days after the course begins, of the date of each absence. Although students are required to provide notice within the first 14 days after a course begins, instructors are strongly encouraged to work with the student to provide a reasonable accommodation if a request is made outside the notice period. A student may not be penalized for an absence approved under this policy. If students have questions or disputes related to academic accommodations, they should contact their course instructor, and then their department or college office. For questions or to report discrimination or harassment based on religion, individuals should contact the Civil Rights Compliance Office. Policy: Religious Holidays, Holy Days and Observances

Forgiveness/Understanding/Compassion Policies for Students: This class is designed to maximize student learning while recognizing the demands of students' lives outside of class. It is your job as a student to make the necessary choices to prioritize the class requirements within your own schedules ensuring optimal performance. The instructor has thoughtfully designed the policies with understanding and compassion to allow for flexibility and accommodations for unexpected circumstances in your personal lives. As you review this syllabus, you will notice that the following policies are included to allow flexibility for all students in the class: (1) you are permitted to be absent for four classes this semester with no penalty to your attendance grade, (2) your lowest quiz score will be dropped, (3) you have a full week to complete quizzes, (4) you have multiple options to complete the certification assignments and (5) should you miss a deadline, you have a 24hr grace period to complete the assignment with a 20% penalty to the late assignment. Please note these policies apply to all students including those with SLDS accommodations. If you have any questions, please email adams.2547@osu.edu.

Grievances and Solving Problems: A student who encounters a problem related to his/her educational program has a variety of avenues available to seek resolution. (Note: the procedures for grade grievances are explicitly covered in the faculty rules) Typically, a student is advised to resolve any dispute, disagreement, or grievance as directly as possible, engaging with the person or persons most closely involved. The faculty and staff of the departments and colleges are available to work with students in this regard. If this step does not produce acceptable results, the student should follow a logical stepwise progression to address the academic concerns. According to University Policies, if you have a problem with this class, you should seek to resolve the grievance concerning a grade or academic practice by speaking first with the instructor or professor. Then, if necessary, take your case to the department chairperson, college dean or associate dean, and to the provost, in that order. Specific procedures are outlined in Faculty Rule 3335-8-23. Grievances against graduate, research, and teaching assistants should be submitted first to the supervising instructor, then to the chairperson of the assistant's department.


Inclement Weather Policy: Although Ohio State strives to remain open to ensure continuity of services to students and the public, extreme conditions can warrant the usage of the university's Weather or Other Short-Term Closing Policy. Please visit this webpage to learn more about preparing for potential closings and planning ahead for winter weather. Should in-person classes be canceled, we will meet virtually via CarmenZoom during our regularly scheduled time. The instructor will share any updates via the "Announcements" section of Carmen Canvas BEFORE the start of class.








Changes to the Syllabus: Please note there is always the potential for the syllabus to have changes. Any changes to the syllabus will be communicated in the "Announcements" section of the Carmen course page and a revised syllabus will be posted as well.

Course-specific Copyright Policy: Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors. See University Copyright Policy. The instructor reserves all rights to adjust the course syllabus throughout the semester. Students are responsible for ensuring they are following the most up-to-date version on Carmen.

Course Calendar

IMPORTANT NOTES:

- When you see the following icon: “” in the Class Agenda it indicates a recitation class and you will need to bring your laptop computer.
- This calendar is subject to change due to speakers' schedules. Your instructor will communicate all changes and updates on Carmen.

WK	MON	DAY	Class Agenda	Required Reading & Assignments Due Before Each Class Session (Lecture & Recitations)
1	Aug	25	NO LECTURE ON 8/25 – THE SEMESTER BEGINS 8/26	No Assignments Due
	Aug	27	 RECITATION Introduction to the Course Review the Syllabus & Certification Assignments Announce Team Assignments	<input type="checkbox"/> COMPLETE “About Me” Survey <u>BEFORE</u> Class <input type="checkbox"/> READ Course Syllabus
2	Sep	1	NO CLASS – Labor Day Observed	No Assignments Due
	Sep	3	 RECITATION OFF-SITE Team Working Session See Carmen Assignment for Details	<input type="checkbox"/> COMPLETE Off-Site Class Team Assignment due by 11:59pm <input type="checkbox"/> COMPLETE Syllabus Quiz & Acknowledgment Form <input type="checkbox"/> CREATE ACCOUNT for Stukent e-text & Simternship® <input type="checkbox"/> PURCHASE Course Packet
3	Sep	8	LECTURE Foundations of Digital Marketing & Digital Marketing Strategy	<input type="checkbox"/> READ Course Packet: Core Curriculum Digital Mkt (Pages 2-9) <input type="checkbox"/> TAKE HonorLock Practice Quiz <input type="checkbox"/> TAKE QUIZ #1 on HBR Course Packet
	Sep	10	 RECITATION Introduction to Certification Assignments Introduction to Stukent Digital Marketing Simternship®	No Assignments Due
4	Sep	15	LECTURE Paid Search Advertising	<input type="checkbox"/> READ Course Packet: Core Curriculum Digital Mkt (Pages 9-20) <input type="checkbox"/> READ Stukent e-text CH 6 <input type="checkbox"/> TAKE QUIZ #2 on Stukent e-text & HBR Course Packet
	Sep	17	 RECITATION Simternship®: Search Ads	<input type="checkbox"/> SUBMIT Simternship®: Introduction
5	Sep	22	LECTURE Display Advertising, Remarketing and Shopping Ads	<input type="checkbox"/> READ Course Packet: Core Curriculum Digital Mkt (Pages 21-31) <input type="checkbox"/> READ Stukent e-text CH 7 <input type="checkbox"/> TAKE QUIZ #3 on Stukent e-text & HBR Course Packet
	Sep	24	 RECITATION Team Class Activity: Display Ads & Remarketing	<input type="checkbox"/> SUBMIT Simternship®: Introduction to Search Ads
6	Sep	29	LECTURE Website Design & Webpage Analytics	<input type="checkbox"/> READ Course Packet: Core Curriculum Digital Mkt (Pages 40-42) <input type="checkbox"/> READ Stukent e-text CH 1 & 2 <input type="checkbox"/> TAKE QUIZ #4 on Stukent e-text & HBR Course Packet
	Oct	1	 RECITATION Simternship®: Display Ads & Remarketing	<input type="checkbox"/> SUBMIT Simternship®: Search Ad Practice
7	Oct	6	LECTURE Search Engine Optimization (SEO)	<input type="checkbox"/> SUBMIT REQUIRED Digital Marketing Certification #1 <input type="checkbox"/> READ Stukent e-text CH 4 & 5
	Oct	8	 RECITATION Team Case Activity: <i>How to Attract Good Quality Traffic to Your Site</i>	<input type="checkbox"/> SUBMIT Simternship®: Introduction to Display Ads <input type="checkbox"/> READ HBR Course Packet Case Study: <i>How to Attract Good Quality Traffic to Your Site</i>

8	Oct	13	GUEST LECTURE Brad Griffith, President of Buckeye Innovation	<input type="checkbox"/> SUBMIT Mid-point Peer Evaluation for Team Members <input type="checkbox"/> SUBMIT Course Feedback Survey #1
	Oct	15	 RECITATION Simternship®: Shopping Ads	<input type="checkbox"/> SUBMIT Simternship®: Display Ads & Remarketing <input type="checkbox"/> SUBMIT Team Case Activity: <i>How to Attract Good Quality Traffic</i>
9	Oct	20	LECTURE Social Media Strategy: Listening, Advertising & Managing	<input type="checkbox"/> READ Course Packet: Core Curriculum Digital Mkt (Pages 42-50) <input type="checkbox"/> READ Stukent e-text CH 9 & 10 <input type="checkbox"/> TAKE QUIZ #5 Stukent e-text & HBR Course Packet
	Oct	22	 RECITATION Team Class Activity: Social Media Strategy & Metrics	<input type="checkbox"/> SUBMIT Simternship®: Introduction to Shopping Ads
10	Oct	27	GUEST LECTURE Patti Ziegler, Managing Partner, The Shipyard, LLC	<input type="checkbox"/> SUBMIT Digital Mkt Certification #2 <input type="checkbox"/> SUBMIT Team Class Activity: Social Media Strategy & Metrics
	Oct	29	 RECITATION Simternship®: Campaign Optimization	<input type="checkbox"/> SUBMIT Simternship®: Shopping Ads Practice
11	Nov	3	GUEST LECTURE Nidhi Mehta Patel, Data Strategy & MarTech, EssenceMediacom	No Assignments Due
	Nov	5	 RECITATION Simulation: Reflection Paper Working Session	<input type="checkbox"/> SUBMIT Simternship®: Campaign Optimization
12	Nov	10	GUEST LECTURE Fernando Bergás-Coria, Chief Digital & Media Officer, Ologie	No Assignments Due
	Nov	12	 RECITATION Introduction to the Required Google Certification	<input type="checkbox"/> SUBMIT Team Reflection Paper: Stukent Simternship®
13	Nov	17	CASE COMPETITION KICK-OFF & BRIEFING	<input type="checkbox"/> READ: Case Competition Prep Documents <input type="checkbox"/> WATCH VIDEO: How to Prepare for Case Competition <input type="checkbox"/> COMPLETE: Google Certification Modules
	Nov	19	 RECITATION Team Working Session: Case Competition Prep	No Assignments Due
14	Nov	24	CASE COMPETITION WORKING SESSION *Students may choose the location for their team to meet and work.	<input type="checkbox"/> SUBMIT REQUIRED Digital Mkt Certification #3 <input type="checkbox"/> SUBMIT Draft of Presentation by 11/24/25 at 12:30pm
	Nov	26	NO CLASS – Thanksgiving Holiday Observed	No Assignments Due
15	Dec	1	CASE COMPETITION WORKING SESSION *Students will meet in the classroom for Q&A and working session	No Assignments Due
	Dec	3	FINAL CASE COMPETITION PRESENTATIONS TO GOOGLE	<input type="checkbox"/> SUBMIT Final Case Competition Presentation <input type="checkbox"/> SUBMIT Final Peer Evaluation for Team Members <input type="checkbox"/> SUBMIT Course Feedback Survey #2

SYLLABUS AND CODE OF CONDUCT CONTRACT

The Ohio State University's **Code of Student Conduct** (Section 3335-23-04) defines academic misconduct as: **“Any activity that tends to compromise the academic integrity of the University, or subvert the educational process.”** Examples of academic misconduct include (but are not limited to) **plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination.** Ignorance of the University's *Code of Student Conduct* is never an “excuse” for academic misconduct. I recommend that you review the *Code of Student Conduct*, specifically, the sections dealing with academic misconduct.

Academic integrity is essential to maintaining the reputation and brand Ohio State. Thus, OSU and the Committee on Academic Misconduct (COAM) assume that all students have read and understand the *Code of Student Conduct* and that all students will complete all academic and scholarly assignments with fairness and honesty. Failure to follow the rules and guidelines established in the University's *Code of Student Conduct* and this syllabus constitute “Academic Misconduct.”

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you witness academic misconduct, you are obligated to report it. If you suspect academic misconduct is occurring, you may report it to me and I will keep your identity strictly confidential. If you feel uncomfortable reporting to me, you may also report it to another instructor, the associate dean, or COAM. Not reporting academic misconduct is also a violation of the *Code of Student Conduct* and can lead to academic sanctions. Please contact me if you have any questions about this policy or about what constitutes academic misconduct.

More information and resources can be found here:

- Committee on Academic Misconduct (go.osu.edu/coam)
- Ten Suggestions for Preserving Academic Integrity (go.osu.edu/ten-suggestions)
- Eight Cardinal Rules of Academic Integrity (go.osu.edu/cardinal-rules)

SIGNATURE I hereby affirm that I have read the syllabus for this course and understand the policies outlined in the syllabus. I pledge to abide by the *Code of Student Conduct*. I agree that I will not engage in academic dishonesty and will report any academic dishonesty that I witness.

THIS DOCUMENT IS INCLUDED IN YOUR WEEK 1 MODULE. YOU WILL BE REQUIRED TO COMPLETE THE SYLLABUS QUIZ & ACKNOWLEDGMENT FORM BEFORE BEGINNING ANY OTHER COURSE WORK.

Failure to sign the syllabus will lead to a drop from the course and/or a failing grade.