

***Disclaimer:** This is a sample course outline and is subject to change. Official course outlines will vary depending on delivery format and instructor*

Territory Acknowledgement

We acknowledge and respect the lək̓ʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day.

DIGM300: Digital Marketing Concepts and Execution

Course Description

This course offers a comprehensive introduction to the essential concepts and strategies of digital marketing. Participants will explore the foundational principles of marketing within the digital landscape, emphasizing the importance of strategic planning. Key areas of focus include social media and mobile marketing practices, email marketing, analytics, accessibility compliance, search engine marketing (SEM), and search engine optimization (SEO). Participants will learn how to define and develop target audiences, create and increase brand awareness, generate leads, and drive sales through effective digital engagement.

The course covers the practical application of digital marketing tools such as Google Analytics, and platforms like Facebook, X, and Pay-Per-Click (PPC) advertising. Additionally, it examines the components of visual and text communications and their role in successful digital marketing campaigns. Participants will also gain an understanding of the risks, challenges, and ethical considerations associated with digital marketing. The course explores the current and future landscapes of digital marketing, equipping participants with the knowledge to stay ahead in this dynamic field.

Learning Objectives

Upon completion of this course, you will be able to:

- Describe the fundamental principles of digital marketing, including key concepts such as SEM, SEO, social media marketing, and email marketing, and their role in strategic planning.
- Apply digital marketing tools (e.g., Google Analytics, PPC platforms) to execute campaigns, analyze data, and optimize performance to drive brand awareness, lead generation, and sales.
- Create targeted digital marketing strategies for various platforms, integrating social media, mobile marketing, and email tactics to reach and engage specific audience segments.
- Evaluate the effectiveness of digital marketing efforts by analyzing performance data, identifying trends, and recommending improvements based on analytics.
- Assess the ethical implications and risks associated with digital marketing practices, ensuring compliance with accessibility standards, privacy regulations, and industry best practices.

Resources

This course uses an Open Educational Resource (OER) textbook that is available free of charge to all students.

- Grayson, R. (2023). *Foundations in digital marketing* [Open Educational Resource]. BCcampus. Retrieved July 29, 2025, from <https://opentextbc.ca/foundationsdigitalmarketing/>

Weekly Schedule

Week	Content	Readings and Assignments
Week 1	Introduction to Digital Marketing	Reading: Ch 1. Introduction to Digital Marketing
Week 2	Fundamentals of Storytelling	Reading: Ch 2 Fundamentals of Storytelling
Week 3	Visual Storytelling	Reading: Ch 3 Visual Storytelling Title: "What Makes This Visual Work?"
Week 4	Target Market and Audiences	Reading: Ch 5 Target Market and Audiences Assignment 1 Infographic due
Week 5	Branding in Digital Marketing	Reading: Refer to Unit 5 Power Point Slides
Week 6	Search Engine Optimization & Marketing (SEO & SEM)	Reading: Ch 10 Search Engine Optimization (SEO) Assignment 2 Brand Identity Analysis due
Week 7	Lead Generation Framework	Reading: Ch 8 A Lead Generation Framework
Week 8	Social Media Marketing	Reading: Ch 13 Social Media Marketing Reflection on Article on Social media benchmarks.
Week 9	Website & Landing Page Optimization	Reading: Ch 11 Website and Landing Page Optimization
Week 10	Analyzing Digital Marketing Performance	Assignment 1 Lead Funnel + Email Campaign Simulation due
Week 11	Mobile Marketing & Email Marketing	Reading: Ch 14 Mobile Marketing and Ch 15 Email Marketing
Week 12	Digital Marketing Tools	Assignment 4 Integrated Digital Marketing Plan due
Week 13	Course Summary and Review	

Assignments & Evaluation

Assignment	Description of Assignment	Weight
Assignment 1 Infographic Storytelling <i>(Individual)</i>	<p>The purpose of Assignment 1 is to introduce you to the principles of visual storytelling in digital marketing. You will apply design thinking to communicate a compelling message using an infographic, while integrating marketing concepts such as brand positioning, value propositions, and audience targeting.</p> <p>This assignment will build your foundational skills in content creation, brand communication, and digital presentation, all of which will be critical as the course progresses.</p>	15%
Assignment 2 Brand Identity Analysis <i>(Group Assignment)</i>	<p>The purpose of Assignment 2 is to engage your group in evaluating a brand's digital identity through a structured analysis of how it presents itself online. This assignment develops your research and analytical skills and sets the stage for Assignment 4, your individual capstone campaign.</p> <p>You'll examine real-world digital touchpoints such as websites, social media platforms, and digital advertisements to assess how effectively the brand communicates its message, appeals to its target audience, and upholds ethical marketing practices.</p>	20%
Assignment 3 Lead Funnel + Email Campaign Simulation <i>(Individual)</i>	<p>This assignment will test your ability to apply strategic thinking and communication skills by designing a simple, visually structured lead funnel for a specific product or service. You will create a short presentation showing the user journey from awareness to conversion and draft a single email for lead nurturing. You are also encouraged to incorporate basic CRM or automation tools such as HubSpot, Mailchimp, or ActiveCampaign.</p>	15%
Assignment 4 Final Capstone – Integrated Digital Marketing Plan <i>(Group Assignment)</i>	<p>For this project, select a real product or service and act as a digital marketing team developing an integrated marketing plan that demonstrates your understanding of key concepts through practical, creative application.</p> <p>You will create a comprehensive presentation including:</p> <ul style="list-style-type: none"> • Research and insights about your target audience • An overview of the brand • Strategies across multiple digital channels (such as SEO, email, and social media) • Key performance indicators (KPIs) to measure success • Visual mockups (e.g., infographic, email, landing page, or ad) • A short reflection on what you learned 	35%
Participation & Attendance		15%

Usage of GenAI

Please be advised that in this course you are **not authorized** to use any form of generative AI. In order to successfully complete course activities, **generative AI is not required nor welcomed**. Students should not make any use of generative AI tools such as ChatGPT, Grammarly, among others that use AI for content generation and editing. As the University of Victoria states in its Academic Integrity Policy “Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility.”. Therefore, I expect you to comply with the course syllabus and I encourage you to enhance your academic experience in this course by refraining from using generative AI.

Attendance Requirements

The course emphasizes **active engagement, collaborative teamwork, and hands-on learning**. Attendance is crucial and considered mandatory for all participants for all sessions (full 3 hours) of the course. Please inform your instructor in advance if you’re unable to attend any class sessions. Please note that missing more than one session (3 hours) requires a valid and sufficient reason for absence with verifiable circumstances that substantially prevent your attendance. Your commitment to active participation significantly contributes to your learning experience in this course.

Participation Expectations

- Instructors will track attendance and participation throughout the term. Students who do not attend class may be assigned an “N” grade for the course. Attendance will be taken within the first 15 minutes of class and may be taken later as a second check.
- **If you arrive later than 15 minutes, the door will be closed. Please wait until breaktime to enter the class.**
- Instructors can assign a **final grade of N or refuse** a student to **write a final exam, final assignment, or any assignment that follows multiple absences** or misconduct **if a learner has failed to meet the course's minimum attendance requirements** as identified above. They may also refuse admission to a lecture, learning activity, assignment, or exam because of lateness, misconduct, inattention, or failure to meet the responsibilities of the course noted in this outline.
- The instructor reserves the right to not grade assignments submitted by students who have not maintained regular attendance and participation, and a zero grade being assessed for non-submission.
- Missing **more than one session (3 hours)** requires a valid and sufficient reason for absence.
- Arrive on time and remain for the full session; leaving without permission will be marked **absent**. Please note that work schedule conflicts as well as car, bus, carpooling, or ferry delays are generally not accepted as sufficient reasons for absence beyond the one-session limit.
- Students are expected to actively interact with **course materials, peers, and instructors**, including contributing to discussions and teamwork.
- Students are expected to complete assignments and assessments on time and submit work by the due date.
- **Technology use** (cell phones, tablets, laptops, smart glasses/ watches) must be limited to course-related activities only.
- Participation includes respectful active listening, not just talking.
- This course is delivered in a collaborative, discussion-based learning environment. Students are expected to demonstrate respectful and attentive behaviour at all times.

- University policy allows an instructor to refuse a student admission to class because of lateness, misconduct, disruptive behaviour, inattention, or failure to meet the responsibilities of the course.
- It is students' responsibility to be familiar with the criteria in which they are being assessed for this course. Please refer to the specific information under each assessment.

Group Participation Expectations

- Active participation in group work and meetings is required. Students who fail to attend or contribute to group work may be removed from their group, at the instructor's discretion, and deemed ineligible to participate in or receive marks for the group project, including the group presentation.

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