Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
**COURSE SYLLABUS**

**BUSI 436**  
DIGITAL MARKETING IN A VIRTUAL WORLD

**COURSE DESCRIPTION**

Students explore the principles required to successfully practice marketing in the virtual world of social media and electronic commerce between and among businesses and consumers.

**RATIONALE**

The U.S. Census Bureau News recently reported e-commerce sales increasing by 15.4% from the previous year. E-commerce accounts for approximately 6.5% of total sales with total sales increasing only 3.8% from the previous year. The significance of e-commerce sales increasing 15.4% from the previous year is a wonderful indicator that online sales will be a major portion of total sales in years to come. The e-commerce growth rate at five times that of the overall sales growth rate indicates a tremendous acceptance and use of e-commerce technology. Technology today is allowing a one-man business to be a global competitor in the business world. With this in mind, the student needs to know how to compete in e-commerce markets and how to effectively connect with his/her clients and customer base in the electronic world through Internet marketing to include e-commerce, social media, and many other realms of online marketing.

**I. PREREQUISITE**

For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

**II. REQUIRED RESOURCE PURCHASE**

Click on the following link to view the required resource(s) for the term in which you are registered: [http://bookstore.mbsdirect.net/liberty.htm](http://bookstore.mbsdirect.net/liberty.htm)

**III. ADDITIONAL MATERIALS FOR LEARNING**

A. Computer with basic audio/video output equipment  
B. Internet access (broadband recommended)  
C. Blackboard recommended browsers  
D. Microsoft Office
IV. **Measurable Learning Outcomes**

Upon successful completion of this course, the student will be able to:

A. Give examples of effective Internet-based tools for conducting marketing concepts in a virtual world.

B. Design web strategies for increasing awareness of various organizations’ products and/or services.

C. Develop a plan for incorporating web analytical tools to measure and control the progress of a web strategy.

D. Integrate Christian worldview within the field of digital marketing and e-commerce.

V. **Course Requirements and Assignments**

A. Textbook readings and lecture presentations

B. Course Requirements Checklist

   After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forums (8)

   Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. Each thread is to be 500 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates’ threads. Each reply is to be 300 words. The student will include citations of 2 scholarly, peer-reviewed research articles and 1 biblical integration in the thread as well as in each reply.

D. Research Papers (4)

   The student will write a research-based paper with a minimum of 1,500 words in current APA format that focuses on the questions assigned each module/week pertinent to the assigned readings. The paper must include at least 2 scholarly references in addition to the course textbook and the Bible.

E. Internet Marketing Plan Outcome Papers (3)

   The student will write a research-based paper with a minimum of 1,000 words in current APA format that focuses on specific segments of the Internet marketing plan. Each paper must include at least 2 scholarly sources in addition to the course textbook.

F. Internet Marketing Plan Final Project

   The student will compile the Internet Marketing Plan Outcome Papers with the Final Project to create a conclusive plan. Thus, the Internet Marketing Plan Final Project paper will be a minimum of 4,000 words and will include 8 scholarly references in addition to the course textbook.
G. Quizzes (6) & Interactive Exercise (1)

VI. COURSE GRADING AND POLICIES

A. Points

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Interactive Exercise (1 at 15 pts)</td>
<td>15</td>
</tr>
<tr>
<td>Quizzes (6 at 20 pts ea)</td>
<td>120</td>
</tr>
<tr>
<td>Discussion Board Forums (8 at 50 pts ea)</td>
<td>400</td>
</tr>
<tr>
<td>Research Papers (4 at 35 pts ea)</td>
<td>140</td>
</tr>
<tr>
<td>Internet Marketing Plan Outcome Papers (3 at 75 pts ea)</td>
<td>225</td>
</tr>
<tr>
<td>Internet Marketing Plan Final Project</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1010</strong></td>
</tr>
</tbody>
</table>

B. Scale

A = 900–1010  B = 800–899  C = 700–799  D = 600–699  F = 0–599

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitiesupport.
# COURSE SCHEDULE

**BUSI 436**


<table>
<thead>
<tr>
<th>MODULE/WEEK</th>
<th>READING &amp; STUDY</th>
<th>ASSIGNMENTS</th>
<th>POINTS</th>
</tr>
</thead>
</table>
| 1           | Roberts & Zahay: ch. 1 1 presentation | Course Requirements Checklist  
Class Introductions  
DB Forum 1  
Chapter 1 Quiz (Mindtap)  
Interactive Exercise 1.2 (Mindtap) | 10  
0  
50  
20  
15 |
| 2           | Roberts & Zahay: ch. 2 1 presentation | DB Forum 2  
Chapter 2 Quiz (Mindtap)  
Internet Marketing Plan Outcome Paper 1 | 50  
20  
75 |
| 3           | Roberts & Zahay: ch. 3 1 presentation | DB Forum 3  
Chapter 3 Quiz (Mindtap)  
Research Paper 1 | 50  
20  
35 |
| 4           | Roberts & Zahay: ch. 6 1 presentation | DB Forum 4  
Chapter 6 Quiz (Mindtap)  
Internet Marketing Plan Outcome Paper 2 | 50  
20  
75 |
| 5           | Roberts & Zahay: Review ch. 6 1 presentation | DB Forum 5  
Research Paper 2 | 50  
35 |
| 6           | Roberts & Zahay: ch. 7 1 presentation | DB Forum 6  
Chapter 7 Quiz (Mindtap)  
Internet Marketing Plan Outcome Paper 3 | 50  
20  
75 |
| 7           | Roberts & Zahay: Review ch. 7 1 presentation | DB Forum 7  
Research Paper 3 | 50  
35 |
| 8           | Roberts & Zahay: ch. 5 1 presentation | DB Forum 8  
Chapter 5 Quiz (Mindtap)  
Research Paper 4  
Internet Marketing Plan Final Project | 50  
20  
35  
100 |
| **TOTAL**   | | **TOTAL** | 1010 |

DB = Discussion Board

**NOTE:** Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on Friday.