

**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***

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### **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>

#### **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) &amp; Interactive Exercise (1)

## VI. COURSE GRADING AND POLICIES

## A. Points

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

## 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](mailto:LUOODAS@liberty.edu) to make arrangements for academic accommodations. Further information can be found at [www.liberty.edu/disabilitysupport](http://www.liberty.edu/disabilitysupport).

## ***COURSE SCHEDULE***

### **BUSI 436**

Textbook: Roberts & Zahay, *Internet Marketing* (2018).

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

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**.