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 <u>not</u> be used to purchase course materials.

LIBERTY
U N I V E R S I T Y.

COURSE SYLLABUS

BUSI 439
CONVERSION AND OPTIMIZATION

COURSE DESCRIPTION

This course covers the principles, functions, and techniques of web analytics, site optimization, and conversion strategies related to digital marketing. The information covered in this course will provide students with knowledge of how to successfully reach and influence potential consumers and convert them into customers. The course also covers the financial impact of conversion strategies on the firm.

RATIONALE

Conversion and optimization are vital business practices that enable organizations to reach, qualify, and convert customers. The fact that e-commerce sales have increased at an astounding 15.4% growth rate during the last few years is a good barometer that sales from the Internet are emerging as a major revenue source for both B2C and B2B markets. This course provides the student with the knowledge to develop and demonstrate his/her expertise in creating sustainable revenue and profit-growing solutions. Digital marketers must understand how to effectively utilize conversion and optimization tools to contribute sustained value in the world of e-commerce.

I.   PREREQUISITE

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

II.   REQUIRED RESOURCE PURCHASES

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

E.   Stukent Case Studies (Provided in course)

F.   APA Formatting Guide:
http://ezproxy.liberty.edu/login?url=http://APAStyleCENTRAL.apa.org

IV.   **MEASURABLE LEARNING OUTCOMES**

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

A.   Discuss effective Internet-based tools for conducting conversion and optimization marketing practices in a virtual world.

B.   Create conversion and optimization web strategies for the hypothetical or "real world" clients.

C.   Develop web analytical algorithms used to measure the progress of conversion and optimization web strategies.

D.   Justify the financial impact of conversion and optimization web strategies on the firm that result in sustained growth in revenues and profits for businesses.

E.   Integrate a Christian worldview within the field of digital marketing related to conversion and optimization strategies.

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 (4)

Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided topic for each forum.

Thread

Each thread must be at least 500 words and demonstrate course-related knowledge. The thread must cite 2 scholarly research articles and 1 biblical integration.

Replies

In addition to the thread, the student is required to reply to 2 classmates' threads. Each reply must be at least 250 words and include citations of at least 2 scholarly research articles and 1 biblical integration.

D.   Group Case Study Projects (3)

Each student will be assigned to a group that will analyze conversion and optimization business case studies. Each group will collaborate to write a research-based paper in a minimum of 1,500 words in current APA style that focuses on defining business problems and developing Conversion and Optimization Web Strategies that solve the problems with clearly measurable results. Each paper must include at least 3 primary sources referenced in addition to the course textbook. Each team will select a Project Leader, an Editor, and a Technical Writer. The completed assignment will be graded as team project, and each team member is expected to do his/her part to enable the team to attain as high a grade as possible. Each student will take on a different role in each new project that he/she is assigned to.

E.   Project Overview and Introduction

In preparation for the Conversion and Optimization Strategy Plan, the student will complete an overview of the project that he/she is completing. This will include a table of contents with 7–9 headings. The student will also provide an introduction to the Conversion and Optimization Strategy Plan that contains at least 100 words. Current APA formatting must be used.

F.   Conversion and Optimization Strategy Plan

The student will complete a Conversion and Optimization Strategy Plan. This assignment will be a minimum of 4,000 words and will include at least 8 scholarly references in addition to the course textbook. Current APA formatting must be used.

G.   Quizzes (4)

The student will complete 4 open-book/open-note quizzes in this course. Each quiz will contain 22 multiple choice, true/false, and essay questions selected from the study questions at the end of each chapter of the course textbook. The student will have a 45-minute time limit in which to complete each quiz, as it must be completed in a single attempt.

VI.   **COURSE GRADING AND POLICIES**

A.   Points

Course Requirements Checklist	10
Discussion Board Forums	
Thread (4 at 40 pts ea)	160
Replies (4 at 40 pts ea)	160
Group Case Study Projects (3 at 80 pts ea)	240
Project Overview and Introduction	50
Conversion and Optimization Strategy Plan	150
Quizzes (4 at 60 pts ea)	240
Total	1010

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/disabilitysupport.

COURSE SCHEDULE

BUSI 439

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

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Roberts & Zahay: ch 13 1 Case Study	Course Requirements Checklist Class Introductions DB Forum 1 – Thread Group Case Study Project 1	10 0 40 80
2	Roberts & Zahay: Review ch. 13	DB Forum 1 – Replies Chapter 13 Quiz (Mindtap)	40 40
3	Roberts & Zahay: ch. 15 1 Case Study	DB Forum 2 – Thread Group Case Study Project 2 Chapter 15 Quiz (Mindtap)	40 80 40
4	Roberts & Zahay: ch. 16	DB Forum 2 – Replies Chapter 16 Quiz (Mindtap)	40 40
5	Roberts & Zahay: ch. 18 1 Case Study	DB Forum 3 – Thread Group Case Study Project 3 Chapter 18 Quiz (Mindtap)	40 80 40
6	Roberts & Zahay: ch. 17 1 Case Study	DB Forum 3 – Replies Project Overview and Introduction Chapter 17 Quiz (Mindtap)	40 50 40
7	Roberts & Zahay: ch. 12	DB Forum 4 – Thread Chapter 12 Quiz (Mindtap)	40 40
8	Roberts & Zahay: Review ch. 12 1 Case Study	DB Forum 4 – Replies Conversion and Optimization Strategy Plan	40 150
		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**.