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BMKT 420.01: Integrated Online Marketing

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BMKT 420 - Integrated Online Marketing
TR from 12:30-13:50pm in GBB L14
Office hours: First 10 minutes of class + [By appointment](#)
Email: mario.schulzke@umontana.edu
Syllabus: <https://geni.us/mktg42>

Course Overview

In this course, you will learn the fundamental principles of online marketing while creating high-quality content that provides value to people on the Internet. You'll also be building a brand - your brand.

Learning Objectives

- Gain a deep understanding of today's digital marketing landscape.
- Learn about the importance of adding value and knowing your target audience.
- Practice how to create content, both written and visual.
- Use research and data to create compelling content.

Class Values

- Learn by doing, not memorizing.
- Some things can't be taught. They can only be learned.
- Participation is everything.
- Give and receive feedback generously.
- Failure is part of our learning.
- Do things that make you uncomfortable - every day.
- Measure, then improve.
- Embrace uncertainty.
- No laptops, tablets, or phones.

Deliverables

Personal Media Project 50%

Throughout the semester, you will be building your own personal media property. This could be a blog, an email newsletter, a podcast, or a YouTube channel. Create at least five high-quality episodes (investing around 10 hours per). Regardless of your chosen medium, you must create a remarkable and compelling landing page for your project. It needs to speak to your audience and the problem you'll solve for them. You'll be graded on both the quality of your content and the size of the audience you're able to attract. As part of this project, please set up and post on two separate social media channels (LinkedIn is required) every week.

[Connect with me on LinkedIn.](#)

[Connect with me on Twitter](#)

[Convertkit](#) - Possible Email Newsletter Tool

[WordPress](#) - Possible Website Building Tool

[YouTube](#) - Possible Video Tool

[Anchor](#) - Possible Podcasting Tool

Participation 50%

Coming to class is mandatory. But if you come to every class, that's not a passing participation grade. You need to contribute in class. If you can't make it to class, you need to email me prior. Unexcused absences will immediately reduce your overall grade (2.5% per unexcused absence). I will also assign sporadic homework. Your participation grade depends on the quantity and quality of your contributions. Book discussions are part of this grade.

Here are the three books you need to read:

[Building a Storybrand](#)

[Write Useful Books](#)

[The Embedded Entrepreneur](#)

Final Report

Near the end of the class, you will submit a final paper highlighting the successes and failures of your personal media project and participation. I want you to share the key lessons you learned in this class. Show examples and data. We will discuss your reports the last week, so be prepared to present them.

Points for the Course:

Personal Media Project: 50%

Participation: 50%

Key dates

Sep 20 - Discuss *Embedded Entrepreneur*

Oct 4 - Discuss *Write Useful Books*

Oct 6 - No class

Oct 18 - Discuss *Building a Storybrand*

Nov 1 - Present Progress on Personal Media Project

Nov 15 - Present Progress on Personal Media Project

Dec 6 - Submit Final Report (on Moodle)

Administrative

Grading Scale

The University of Montana uses the Plus/minus grading system and a Credit/No Credit system (the CR/NCR replaces the Pass/Fail system used in the past). General education courses must be taken using the traditional letter grade to count toward one's general education requirements. To accommodate the Plus/Minus system, the grading scale shown below will be used.

A 93-100	B- 80-82	D+ 67-69
A- 90-92	C+ 77-79	D 63-66
B+ 87-89	C 73-76	D- 60-62
B 83-86	C- 70-72	F 59 or lower

Students with Disabilities

Students with disabilities will receive reasonable accommodations in this online course. To request course modifications, please contact me as soon as possible. I will work with you and Disability Services in the accommodation process. For more information, visit the Disability Services website at <http://www.umt.edu/dss/or> call 406.243.2243 (Voice/Text).

Student Conduct Code

The Student Conduct Code, embodying the ideals of academic honesty, integrity, human rights, and responsible citizenship, governs all student conduct at the University of Montana-Missoula. You are expected to adhere to this code.

Cultural Leave Policy

UM has a Cultural and Ceremonial Leave Policy: "Cultural or ceremonial leave allows excused absences for cultural, religious, and ceremonial purposes to meet the student's customs and traditions or to participate in related activities. To receive an authorized absence for a cultural, religious, or ceremonial event, the student or their advisor (proxy) must submit a formal written request to the instructor. This must include a brief description (with inclusive dates) of the cultural event or ceremony and the importance of the student's attendance or participation. Authorization for the absence is subject to approval by the instructor. Appeals may be made to the Chair, Dean or Provost. The excused absence or leave may not exceed five academic calendar days (not including weekends or holidays). Students remain responsible for completion or make-up of assignments as defined in the syllabus, at the instructor's discretion."

Academic Dishonesty (Plagiarism)

Students must follow the University's policies for academic dishonesty. For detailed information, please view. As such, all work submitted must be your own; no duplicate work (work completed for another class) will not be accepted. Acts of cheating or plagiarism will result in a grade of zero (0) for the assignment. Moreover, acts of plagiarism will also be reported to the Academic Court. To avoid acts of plagiarism, cite each reference or source you use and give proper credit

for the ideas, opinions, and findings of others. When using the exact words of others, you must use quotation marks and include the page number where you found the quote in your citation.