

Department	International College of Liberal Arts		
Semester	Fall 2026	Year Offered (Odd/Even/Every Year)	Every Year
Course Number	BUSN280		
Course Title	Digital Marketing		
Prerequisites	BUSN235 Foundation of Marketing OR ECON260 Marketing		
Course Instructor	LI Jiamin	Year Available (Grade Level)	2
Subject Area	Global Business & Economics	Number of Credits	3
Class Style	Lecture	Language of instruction	English

(NOTE 1) Depending on the class size and the capacity of the facility, we may not be able to accommodate all students who wish to register for the course

Course Description	<p>Have you ever wondered how that pair of shoes you glanced at online keeps appearing in your Instagram feed? Or how brands seem to know exactly when to show you ads that grab your attention? This course takes you through the customer journey, from the moment you first notice a brand (upper funnel), to when you start thinking seriously about buying (mid funnel), all the way to making a purchase and becoming a loyal customer (lower funnel).</p> <p>Using the simple AIDA model: Attention, Interest, Desire, and Action, we' ll explore how digital marketing tools like social media, search engines, paid ads, emails, and more work at each step of the funnel. Along the way, you' ll learn how brands pick the right platforms, measure success through data, and balance marketing with important questions about privacy and ethics.</p> <p>With real-world examples and hands-on activities, this course will help you understand how digital marketing shapes what you see online and influences what you buy, from your first click to becoming a repeat customer.</p>
Class plan based on course evaluation from previous academic year	N/A
Course related to the instructor's practical experience (Summary of experience)	This course is taught by an instructor with practical experience. I will apply my professional expertise in digital marketing agency to the course, providing students with real-world context for how businesses utilize digital tools to "control" what you see and buy online.
Learning Goals	In this course, you will move beyond being a passive consumer to becoming a digital strategist who understands how brands "follow" and influence us online. You' ll master the full digital customer journey from the algorithms that grab your attention to the data-driven tactics that keep you coming back-by learning to use professional tools like SEO, paid social ads, and Google Analytics. By the end of the term, you won' t just be guessing what works; you' ll be able to calculate key metrics like CTR and conversion rates to prove exactly how digital touchpoints turn scrolling into sales and sales into long-term advocacy.

iCLA Diploma Policy	DP1/DP2/DP3/DP4
---------------------	-----------------

iCLA Diploma Policy

(DP1) To Value Knowledge – Having high oral and written communication skills to be able to both comprehend and transfer knowledge

(DP2) To Be Able to Adapt to a Changing World – Having critical, creative, problem-solving, intercultural skills, global and independent mindset to adapt to a changing world

(DP3) To Believe in Collaboration – Having a disposition to work effectively and inclusively in teams

(DP4) To Act from a Sense of Personal and Social Responsibility – Having good ethical and moral values to make positive impacts in the world

Active Learning Methods	Problem-Based Learning/Discussion, Debate/Group Work/Presentation/Workshop, Fieldwork				
More details/supplemental information on Active Learning Methods	To make sure you learn how to master the digital landscape, this course uses a hands-on approach focused on real-world results. We start with Problem-Based Learning, where you act as a digital strategist to solve puzzles like why a specific ad campaign isn't converting or which social platform fits a brand's "soul." Through Discussion and Debate, we'll tear apart trending viral campaigns to figure out if they actually drove sales or were just "empty" engagement. You will work in permanent Group Work teams, sitting together each week to act like a digital agency building a multi-stage strategy from scratch. This leads to Presentations where your team pitches a digital roadmap, explaining exactly how you'll use search, social, and email to win over customers. Finally, every week features a Workshop called a "Tangible Task," where you'll dive into live tools and datasets to calculate metrics like click-through rates and ROI, turning digital noise into clear strategies that a company can actually use.				
Use of ICT	Videos and interactive polls will be used during class.				
Contents of class preparation and review	To master the digital landscape, you will spend 5 hours each week on independent work. For Class Preparation (3 Hour), I encourage you to watch short tutorials on platform settings, focusing on how to set up banners, write descriptions, and configure audience tracking, so you are ready to jump straight into our "Tangible Tasks." For Class Review (2 Hour), you will practice calculating key metrics like Impressions, CTR, and CPC using the provided datasets. By mastering these platform setups and formulas, you'll learn how to turn raw digital signals into clear, data-driven strategies that help a brand grow.	Hours expected to be spent preparing for class (hours per week)	3 hours	Hours expected to be spent on class review (hours per week)	2 hours
Feedback Methods	To help you get comfortable in the digital world, we'll use a few ways to check your progress as we go. During Class Discussions, I'll give you instant feedback on your campaign ideas so we can make sure your strategy actually hits the right audience. After our Tangible Tasks, we'll look at your metric calculations together to make sure you're reading the data correctly and not "bleeding" budget on the wrong clicks. Finally, think of Office Hours as a "Strategy Consultation". It's your time to get one-on-one advice on your team's roadmap or your final report so you're ready to pitch like a pro.				

Grading Criteria		
Grading Methods	Grading Weights	Grading Content
Mid-term Group Presentation	30%	Team presentation of a strategic digital roadmap for one customer journey stage.
Final exam	30%	Individual test on calculating metrics and making data-driven strategic choices.
Active Participation	20%	Participation, ad critiques, and weekly hands-on campaign reflections.
Quizzes	20%	Checks on key metrics calculation.

Required Textbook(s)	15 Must-Track Digital Marketing Metrics https://www.siteground.com/academy/digital-marketing-metrics/
----------------------	--

Other Reading Materials/URL	You're on social media every single day, whether it's TikTok, Instagram, YouTube, or Reddit, and brands are constantly fighting for a second of your time. I really encourage you to start paying attention to the ads that pop up in your feed. Look closely at the "hook" in the title, the vibe of the music, the colors they use, and exactly where that "Learn More" button takes you. By deconstructing their landing pages and ad descriptions, you'll start to see the hidden blueprints these companies use to stop your scroll and turn you into a customer.
Plagiarism Policy	Plagiarism is strictly prohibited, whether that's "borrowing" a classmate's ad copy, passing off AI-generated strategies as your own original thinking, or recycling old projects from other classes. If you're caught using fake metrics or claiming someone else's creative ideas as your own, you'll get an automatic failing grade (F) for the assignment or even the whole course. We also report every violation to the University for formal review.
Other Additional Notes (Outline crucial policies and info not mentioned above)	<p>Using AI Wisely Tools like ChatGPT are part of a marketer's daily life, so we'll use them too. You're welcome to use AI for tasks or pitches, but you must show your "workings." Always include your prompts as an appendix so we can learn to sharpen a brand's voice rather than keeping it generic.</p> <p>Share Your Voice Digital marketing is a conversation. I want to hear about the viral TikToks or weird ads in your feed. Jump in anytime to ask a question or challenge an idea. Your curiosity is what helps us figure out what actually makes a brand work in the real world.</p>

(NOTE 2) Class schedule is subject to change

Class Schedule	
Class Number	Content
Class 1	Class 1: Digital vs Traditional Why digital isn't just "marketing on a screen" but a total shift in buying power.
Class 2	Mapping the Funnel Tracing a customer from a random post to a loyal brand advocate.
Class 3	Winning the Scroll How brands use social algorithms and the AIDA model to grab attention in seconds.
Class 4	Awareness Lab Critiquing display ads and designing hooks that stop the scroll.
Class 5	Search Power How Google shapes what we consider buying through SEO and paid search intent.
Class 6	Keyword Strategy Tangible Task: Using search data to find out what customers are actually typing.
Class 7	Closing the Deal Looking at the "purchase" stage and how remarketing ads nudge people to buy.
Class 8	Landing Page Audit Tangible Task: Discovering why some websites convert while others lose the customer.

Class 9	The Follow-Up Why retention matters and how brands use CRM and email to stay top-of-mind.
Class 10	Email Flow Design Mapping out a retention sequence for a first-time buyer.
Class 11	Advocacy & UGC How happy customers become marketers through reviews and user-generated content.
Class 12	NPS Analysis Tangible Task: Calculating Net Promoter Scores and flipping "haters" into fans.
Class 13	Choosing Your Stage Evaluating platform "souls" to decide between TikTok, LinkedIn, or Instagram.
Class 14	Platform Matchmaking Tangible Task: Matching specific brand goals to the right digital channel.
Class 15	Digital War Room A high-pressure simulation where teams stress-test their digital strategies against sudden market shifts or competitor moves.
Class 16	Midterm Pitches Tangible Task: Presenting your strategic digital plan for one stage of the customer journey to a panel for feedback.
Class 17	E-Commerce Giants (TBD) Potential guest Speaker session on winning visibility on Google and Social platforms.
Class 18	Performance Marketing Analyzing how ratings and sponsored listings drive marketplace sales.
Class 19	Intro to Analytics Learning how to read a Google Analytics dashboard without getting lost in data.
Class 20	KPI Identification Tangible Task: Choosing the right metrics (CTR, Bounce Rate) for business goals.
Class 21	Measuring Success Understanding the "so what" behind the data to see if a campaign is profitable.

Class 22	<p>Funnel Analysis Lab Tangible Task: Finding where customers are "leaking" out of a sales funnel.</p>
Class 23	<p>Privacy & Data Ethics Discussing the impact of GDPR and Apple's privacy shifts on digital targeting.</p>
Class 24	<p>Dark Pattern Debate Identifying unethical digital tactics versus responsible marketing.</p>
Class 25	<p>Omnichannel Strategy How brands connect the dots between an Instagram ad and an in-store pickup.</p>
Class 26	<p>Journey Mapping Creating a seamless map bridging digital and physical touchpoints.</p>
Class 27	<p>Future Trends Exploring the role of AI Agents, Chatbots, and the next big thing in digital.</p>
Class 28	<p>Innovation Lab Brainstorming how to use emerging tech to solve a marketing problem.</p>
Class 29	<p>Metric Masterclass Deep dive into calculating CPM, CPC, and ROI to prepare for strategic decisions.</p>
Class 30	<p>Campaign Final Polish Tangible Task: A final "Strategy Consultation" to troubleshoot your campaign logic and ensure your data interpretations are flawless.</p>