Digital Marketing Today
UGBA 198 (2 units)
Date: Tuesday, 5-7 PM
Location: Cheit 110
Additional Course Facilitators

Semester: Spring 2018
Course Instructor: Julian Gamboa
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About the course:
Within the last few years, new technologies have revolutionized the marketing industry at a fast pace. Iconic social media platforms are quickly changing and companies are rushing to adapt the new marketing fields via focused content, storytelling, and creative campaigns. In this course, we will explore social media marketing strategies, campaigns, personal branding, and careers.

About the Course Instructor:
I am currently a fourth year student with a focus on marketing. This December I was chosen as one of the LinkedIn Top Voices for Marketing & Social Media (lnkd.in/9kKNY6s). I have managed social media presence for NBCUniversal’s Telemundo 52. Past case studies involve companies like Airbnb, Twitter, and Google. This summer, I have used my Google AdWords certifications to help local businesses advertise with digital platforms. I write on everything marketing via LinkedIn. Learn more: bit.ly/juliangamboa.

Learning objectives:

- Understand the steps to building a personal brand via LinkedIn
- Understand the relevance of social media presence and networking
- Understand the importance of analytics in social media marketing campaigns
- Understand the importance of staying up to date with marketing publications
- Understand the steps to developing an effective thought leadership image through publishing

Course evaluation:
This course is taken on a Pass/No Pass basis. In order to pass, you will need to fulfill ALL of the listed requirements: (a) obtain >75% and (b) have no more than two unexcused / excused absences.

- Final Project 20%
- Journals (5) 15%
- Speaker Series Assignments (6) 20%
- Research Essays (3) 30%
- Participation 10%
- Marketing Interview 05%

*Note: All due dates are listed on bCourses. Due dates are set for Sunday at 11:59 PM of each week. Due to the size of this course, late assignments will NOT be accepted. No exception. Please plan accordingly.*

**Course Overview**:|
<table>
<thead>
<tr>
<th>Date (week of)</th>
<th>Topics</th>
<th>Deadlines for the Week (Sunday before class)</th>
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</table>
| #1 – 01/21     | Course Overview | Read: Millennial Trends  
Read: Mobile Trends |
| #2 – 01/28     | Social Media & Metrics  
Content Marketing* | Application (Google Form)  
Journal #1 (Due in class at 5 p.m.)  
Read: Big Data |
| #3 – 02/04     | LinkedIn Publishing  
LinkedIn Workshop | Journal #2  
Brainstorm: Research Essay #1  
Read: Personal Branding |
| #4 – 02/11     | Resume & Interview Development  
Job Search Workshop | Journal #3  
Read: Job Search |
| #5 – 02/18     | Virtual Reality/360/AR  
Live Streaming | Research Essay #1  
Read: Virtual Reality |
| #6 – 02/25     | Virality: Bandwagons & Timely Events  
User Generated Content | Journal #4  
Brainstorm: Research Essay #2  
Read: User Generated Content |
| #7 – 03/04     | **Guest Speaker: UC Berkeley** | Guest Speaker Assignment #1  
Guest Speaker Assignment #2  
Read: Brand Repositioning |
| #8 – 03/11     | Storytelling  
Non-Profits | Research Essay #2  
Read: Storytelling |
| #9 – 03/18     | **Guest Speaker: Lending Tree** | Guest Speaker Assignment #3  
Guest Speaker Assignment #4  
Read: Value Marketing |
| #10 – 03/25    | **Spring Break** | Spring Break |
| #11 – 04/01    | SEO & SEM  
Paid Advertisements | Marketing Interview Draft  
Brainstorm: Research Essay #3  
Read: Paid Advertisements |
Guest Speaker: Twitter

Research Essay #3
Guest Speaker Assignment #5
Guest Speaker Assignment #6
Read: Live Video

Group Presentations

Keynote & Peer Review
Read: The Creative Team

Course Overview

Journal #5
Marketing Interview
Read: Post-Course

#12 – 04/08

#13 – 04/15

#14 – 04/22

*Guest speakers are tentative. Changes in their calendars may affect our dates. A supplementary lecture will be held in place of the speaker series.

Format of the course:

Each class session will focus on a different topic with an assigned article reading. You are responsible to keep up with assigned readings to help you prepare for lecture. There will also be some class sessions dedicated for professional and career development, guest speaker insights, and collaborative work such as consulting for a F500 company.

Attendance & Course Policies:

Attendance will be taken at each class. You will receive a late arrival/early leave penalty if you arrive late (after 5:10 pm) or leave early, where two penalties = one absence. You are given TWO unexcused(excused absences. You may make up the second absence by completing an additional Journal #2 (brand of your choice) and receiving a satisfactory grade on the assignment (>=75%), which is due the following class after your absence at 5 PM via email. Note that this absence make-up exception can only be used once.

You will receive a No Pass (NP) if you miss more than TWO classes.

Electronic Usage in Class: Electronic devices (i.e. smartphones, laptops, tablets) are prohibited unless instructed so.

Participation:

Class participation is, but not limited to, in class, office hours (upon request), online (bCourses), and surveys to create a more engaging environment for everyone. It is an expectation that everyone will be fully engaged in every session, especially those for guest speakers and peer presentations.

Being up-to-date with marketing news is of utmost importance for most of our in-class discussions. To do this, we find bCourses’ “Discussion” tab to be of immense help. Throughout the semester you will be asked to participate a minimum sixteen times. We expect a thread to take about one hour to curate, as well as two insightful and thorough comments on classmates’ threads. Please plan accordingly.
We have allotted a total of 10 weeks for online participation. Thus, participation is worth 10% of your final grade. Participation will be graded on the following rubric:

1 Thread = 10%; Maximum of 4 threads (40% of Participation grade)
1 Comment per Thread = 5%; Maximum of 12 comments (60% of Participation grade)

**Hence, 4 Threads + 12 Comments = 100% for Participation.**

Additionally, each week we will also highlight bCourses discussion threads at the beginning of class as a warm-up to get the conversation started on the latest marketing news.

If you are disengaged (i.e. texting, falling asleep, talking), do expect to be cold called and given a lower participation grade without notice. Participation is graded holistically, which means while enthusiasm and engagement during class will be a positive, being distracted or on your phone will be a negative. Being caught falling asleep or using technology will result in a 10% participation grade penalty each time. You may even receive a zero for participation if you made no efforts throughout the semester to participate. Participation grade will be split: September-October and October-December.

**Name Plaque:** Please bring and use a double-sided name plaque at every class as it will make it easier for name and face recognition. Students without a name plaque will not receive participation points as a penalty for the class session. Name plaque templates will be available via a bCourses folder.

**Weekly Journals:**

Weekly journals will be assigned to help prepare you prior to a class session. Unless stated otherwise, all journals must be submitted via bCourses with a 250 words minimum on Sunday at 11:59 pm.

**Journals below the minimum requirements (i.e. word count) will be given no credit.**

- **Journal #1:** Write a short introduction about yourself (year, major, past marketing experience if any), and why you are taking this course. Additionally, add three things you hope to learn in this course. A physical copy is due in class by the beginning of the class. (No online submission.) 250 words minimum.

- **Journal #2:** Marketing campaigns become notorious for various reasons. Choose a social media campaign that was executed in 2015 or 2016 (provide background information and link). How does the campaign align to the company’s goals, tone, and culture? 250 words minimum. This journal is aimed to help you know about a company you are interested in.

- **Journal #3:** Last week we talked about personal branding. In your words, tell us how having a presence in sites like LinkedIn and other professional websites could help you in your college career. 250 words minimum.

- **Journal #4:** Upload your resume on bCourses as a .pdf. Additionally, in the comment section of your submission describe in detail three areas where you would like to improve. We will keep your comments in mind while revising your resume. Remember to use the McCombs template provided in files, if applicable.
• Journal #5: Write a short reflection on what you have learned and used from this course (i.e. opportunities that came up because of this course, how you landed an internship, etc.) to grow professionally. General feedback for the course is welcome as well.

Guest Speaker Assignments

Guest Speaker Assignments will be assigned to help you prepare for our guest speaker’s lecture. GSAs must be submitted via bCourses with a 300 words minimum on Thursdays at 4:59 PM. Each Guest Speaker Assignment will have a unique prompt, often asking for your close analysis and perspective of a product or service.

Marketing Professional Interview

Networking is a big part of this course. However, I understand that the first steps are the hardest. Utilize what you have learned about LinkedIn’s network (advance search, etc.) to find and choose a marketing professional that you would like to interview. This person may work in any function of marketing: digital, social, product, corporate, public relations, and communications in a Fortune 500 company*. They cannot be a current student or recent alumni (class of 2014-2016), no exception. This can be done over coffee, phone, or video chat.

Submissions will require proof of completion to be submitted via bCourses. More information will be given in class. Students are highly encouraged to start searching for professionals early in the semester.

Deadline:

• TBA

*If you are interested in pursuing a company that is not F500, let the instructor or course assistants know for approval.

Research Essays

You will submit three research essays throughout the semester. Your research represents your personal brand and also the course, thus write to impress. They will be graded with close scrutiny. Previously written articles may NOT be repurposed or used in lieu of this assignment. You are encouraged to publish as part of your portfolio. Do so as an individual and not your company, aka you should not be publishing as part of your internship or job. More information will be given in the first weeks of class.

Students willing to publish approved drafts will need to add the course signature below to their final work:

“This post belongs to the #Digiviewpoint series of Digital Marketing Today, a digital marketing course taught at UC Berkeley by course instructor and LinkedIn Campus Editor Julian Gamboa. #StudentVoices”
Final Project

One of the many goals for this class is to prepare its students for corporate America with real-life scenarios, and this includes critical assessment of a brand, as well as consulting effective and sustainable campaigns ideal for the marketing industry. This is assigned in lieu of a final exam. The final project is to be done in groups of 4-5 students. Some groups will have pre-assigned business partners and customized case study.

Remember that this is more than just a final project. Your executive summary and keynote can be used as part of your future marketing portfolio, thus write and present to impress!

Your keynote, and peer reviews are to be submitted via bCourses. More information will be given in class.

Deadline(s):

- Presentation Slides (Group): Sunday TBA, 11:59 p.m.
- Peer Review (Group): Sunday TBA, 11:59 p.m.
- Presentation (Group): Tuesday, TBA, 4-5 PM

Readings

The primary reading will usually be an article that introduces you to the chosen topic. The secondary reading will serve as a case study that brings the topic to life.

Millennial Trends:

Forbes: The Millennial Trends That Are Killing Cable

- [http://www.forbes.com/sites/markhughes/2015/03/21/the-millennial-trends-that-are-killingcable/#22596e6c4f8f](http://www.forbes.com/sites/markhughes/2015/03/21/the-millennial-trends-that-are-killingcable/#22596e6c4f8f)


Mobile Trends:

Fast: Internet Whisperer Mary Meeker on the Trends Driving Our Virtual Existence


Adweek: Video Game Makers Are Changing How They Engage Free Players


Big Data:

Forbes: Making Big Data Key To Omni-Channel Marketing Success

Forbes: Oracle Data Scientist Upends Conventional Digital Marketing Wisdom


Personal Branding:

Adweek: LinkedIn Says It Now Has 500 Million Users


Business Insider: How to make a LinkedIn page that wows recruiters, according to the guy who just overhauled its design


Job Search:

Adweek: 5 More Top Creative Directors Tell Us the Best Advice They Ever Got in Their Careers


Forbes: 10 Essential Steps to Prepare Yourself For a Job Interview

• [https://www.forbes.com/sites/allbusiness/2017/03/31/10-essential-steps-to-prepare-yourself-for-a-job-interview/#3e79bb37c72f](https://www.forbes.com/sites/allbusiness/2017/03/31/10-essential-steps-to-prepare-yourself-for-a-job-interview/#3e79bb37c72f)

Virtual Reality:

Forbes: Virtual Reality Gets Real


Adweek: Facebook Brings 360-Degree Virtual Reality Videos to News Feeds


User Generated Content:

Adweek: Who is Louise Delage? The Troubling Truth behind an Overnight Instagram Success


Adweek: Video Game Makers Are Changing How They Engage Free Players

Brand Repositioning:
Fast Company: The True Power of Brand
- [http://www.fastcompany.com/3004657/true-power-brand](http://www.fastcompany.com/3004657/true-power-brand)

Forbes: Less Than A Year In At HP, CMO Antonio Lucio Debuts Initiative To 'Bring Back Heart' To The Brand

Storytelling:
Forbes: Storytelling: The New Strategic Imperative of Business

Business Insider: The most innovative CMOs in the world – The Storytellers

Value Marketing:
Adweek: Brands Have Learned the Value of Purpose. Now They Must Actually Become Purpose-Led

Forbes: A Shift From the Craft of Marketing To The Business of Marketing

Paid Advertisements:
Forbes: Facebook Video Ads: Everything You Need To Know

Fast Company: How Coca-Cola Cracked Snapchat

Live Video:
Mashable: Facebook Live can now be broadcast from computers
This Facebook Live of a police car chase makes for nail biting viewing


**Influencer Marketing (optional):**

Adweek: 8 Stats From Volvo Show Why Instagram Influencers Can Drive Great Branding


Mashable: Inside the black market where people pay thousands of dollars for Instagram verification


**The Creative Team:**

Adweek: Instagram’s Creative Mastermind Gives This Advice on How to Make a Good Carousel Ad


Fast Company: Facebook’s Creative Shop: What Can It Do For Small Businesses (And Itself)?


Adweek: How Facebook Wants Creative Agencies to Innovate in Live, Vertical, and 360 Video


**Post-Course:**

Business Insider: The best advice that college grads never hear


Forbes: Bill Gates Tweets Advice to New College Grads