

George Mason University
College of Education and Human Development
School of Sport, Recreation, and Tourism Management

SRST 598– Digital Marketing
3 Credits, Spring 2023
Monday 3 - 4:15 PM, Horizon Hall 1011 – Fairfax Campus
Wednesday 3 – 4:15 PM, Online

Faculty

Name: Dr. B. Christine Green
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Prerequisites/Corequisites

None

Course Overview

This course will provide students with an introduction to the fundamentals of digital marketing for sport, recreation, and tourism. Students will gain an understanding of the various digital marketing tactics and strategies used to market and promote sport, recreation, and tourism products and services. This will include an exploration of search engine optimization, social media marketing, email marketing, content marketing, website design, and analytics. The course will also cover the application of digital marketing in the context of developing effective campaigns to target specific sports, recreation, and tourism audiences. In addition, students will learn how to measure and evaluate the success of their digital marketing efforts.

Course Delivery Method

This course will be delivered using a hybrid (50% online) format.

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

1. Select target markets encompassing digital personas,
2. Optimize paid and organic search engine results,
3. Create content to generate online engagement,
4. Write an effective campaign brief,
5. Choose appropriate social media channels to meet marketing objectives, and
6. Design an integrated digital marketing campaign.

Professional Standards

Courses offered in the Sport Management program are guided by the principles of the Commission of Sport Management Accreditation (COSMA). COSMA (2010, p. 1) “bases its accrediting process on principles, rather than standards.” The eight recommended principles are:

- outcomes assessment;
- strategic planning;
- curriculum;
- faculty;
- scholarly and professional activities;
- resources;
- internal and external relationships; and
- educational innovation.

For more information, please see: Commission of Sport Management Accreditation. (2010, June). Accreditation principles and self study preparation. Retrieved January 22, 2023 from <https://www.cosmaweb.org/accreditation-process-training.html>

Required Texts

You are required to purchase the Digital Marketing Coursepack via the Harvard Business School Publishing website. The coursepack consists of three tutorials at a cost of \$20. Purchase at this URL: <https://hbsp.harvard.edu/import/1024132>

All other readings are available on the course Blackboard site either by weblink or downloadable content.

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, VIA, hard copy).

- **Assignments and/or Examinations**

Assignments will include

- | | |
|------------------------------|---------------|
| ○ Online reputation report | 35 pts |
| ○ Buyer persona analysis | 25 pts |
| ○ Website critique | 25 pts |
| ○ Social Media Case | 40 pts |
| ○ Quizzes (4) | 60 pts |
| ○ Special Topic Presentation | 50 pts |
| ○ In-class exercises | 40 pts |
| ○ Digital Marketing Plan | <u>75 pts</u> |

Total = 350 pts

- **Other Requirements**

Regular attendance and participation is required.

- **Grading**

| Cumulative Points | Percentage % | Letter Grade |
|-------------------|--------------|--------------|
| 329-350 | 100-94 | A |
| 315-328 | 93-90 | A- |
| 301-314 | 89-86 | B+ |
| 287-300 | 85-82 | B |
| 276-286 | 81-79 | B- |
| 245-275 | 70-78 | C |
| <245 | 69 & below | F |

Professional Dispositions

See <https://cehd.gmu.edu/students/polices-procedures/>

Class Schedule

| DATE | | TOPIC | | READ FOR NEXT CLASS |
|-----------------------------|---------|-------|---|---|
| 1/23 | Week 1 | C | The digital marketing landscape | |
| 1/25 | | O | | |
| 1/30 | Week 2 | C | Strategic Planning & Integration | |
| 2/1 | | O | Determining objectives | |
| 2/6 | Week 3 | C | Writing SMART goals | |
| 2/8 | | O | Implementation planning: Strategies and tactics | Online reputation report & strategy due 3pm 2/13 |
| 2/13 | Week 4 | C | Content Marketing | |
| 2/15 | | O | Understanding your audience | |
| 2/20 | Week 5 | C | Creation and use of Buyer Personas | Buyer Personas due 3pm 2/22 |
| 2/22 | | O | SEO – organic search | |
| 2/27 | Week 6 | C | Positioning your content | |
| 3/1 | | O | Website Optimization and SEO | Website Critique due 3pm 3/6 |
| 3/6 | Week 7 | C | Website design elements | |
| 3/8 | | O | Website UX | ACT: Initial web design completed 3/20 @ 3pm |
| 3/13-18 SPRING BREAK | | | | |
| 3/20 | Week 8 | C | Social Media Marketing Choosing your social media channels | ACT: Social media strategy and 3 channel tactics due 3/22 @ 3pm |
| 3/22 | | O | Posting and coordinating messages (text and images) | Quiz 1 due Friday, 3/24 @ 5pm ACT: Content due for each channel 3/27 @ 3pm |
| 3/27 | Week 9 | C | Blog design and implementation | ACT: draft blog posted to website, 3/29 @ 3pm |
| 3/29 | | O | Video design and distribution | ACT: draft video posted to website, 4/3 @ 3pm |
| 4/3 | Week 10 | C | Analytics | Quiz 2 due Tuesday, 4/4 @ 5pm |

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|-------------------|---------|---|-----------------------------------|---|
| | | | | ACT: draft KPIs for each objective due 4/5, @ 3pm |
| 4/5 | | O | Analytics (continued) | Social Media Case due 4/10, 3pm |
| 4/10 | Week 11 | C | Case discussion | |
| 4/12 | | O | Email marketing | Quiz 3 due Friday, 4/14 @ 5 pm ACT: email strategy due, contact collection included on website, 4/17 @ 3pm |
| 4/17 | Week 12 | C | Digital Media Campaigns | Complete microsimulation #2 |
| 4/19 | | O | Paid search | |
| 4/24 | Week 13 | C | Scheduling | Quiz 4 due Tuesday, 4/25 @ 5 pm |
| 4/26 | | O | Campaign briefs | |
| 5/1 | Week 14 | C | Putting it all together | |
| 5/3 | | O | Reflection | |
| Final Exam Period | | | Digital Marketing Plan due | |

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

Core Values Commitment

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <https://catalog.gmu.edu/policies/honor-code-system/>).
- Students must follow the university policy for Responsible Use of Computing (see <https://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students **solely** through their Mason email account.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <https://ds.gmu.edu/>).
- Students must silence all sound emitting devices during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to VIA should be directed to viahelp@gmu.edu or <https://cehd.gmu.edu/aero/assessments> . Questions or concerns regarding use of Blackboard should be directed to <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>



Notice of mandatory reporting of sexual assault, sexual harassment, interpersonal violence, and stalking:

As a faculty member, I am designated as a “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, interpersonal violence, and stalking to Mason’s Title IX Coordinator per [University Policy 1202](#). If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as [Student Support and Advocacy Center](#) (SSAC) at 703-380-1434 or [Counseling and Psychological Services](#) (CAPS) at 703-993-2380. You may also seek assistance or support measures from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/> .

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