Digital Marketing Semester 2

Course Description

In this course, you'll explore how businesses use social media, data, and digital tools to reach audiences and build their brands online. You'll learn to design engaging posts, create marketing campaigns, analyze social media data, and make smart decisions using real-world marketing strategies. Through projects, discussions, and creative assignments, you'll gain the skills to think like a digital marketing professional — planning campaigns, solving challenges, and communicating ideas effectively. By the end of the course, you'll have a portfolio of work that shows your understanding of how modern marketing connects brands and people in today's digital world.

Prerequisites

Principles of Business Management; Marketing Fundamentals

Course Materials

Required

- Microsoft Office or Google Docs (See the Minimum Technical Skills and Special Technology Utilized by Students)
- Reliable Internet Access
- Laptop or Desktop
- Adobe Acrobat Reader

Recommended

Digital Marketing Semester 1

Course Goals

Upon completion of the course, students will…

- understand how digital marketing connects brands with their audiences through social media and online platforms.
- identify and apply key marketing strategies, including content creation, social media advertising, and campaign planning.
- analyze and interpret social media data to make informed marketing decisions.
- recognize and manage potential social media risks and crises with professionalism and creativity.
- design engaging visuals, presentations, and written content that communicate marketing messages effectively.
- develop a personal portfolio that highlights your skills and growth as a digital marketing professional.

Units of Instruction

- Unit 1. Social Media Presentations and Blogs
- Unit 2. Social Media Risk, Reputation, and Crisis Management

- Unit 3. Social Media Advertising Part I
- Unit 4. Social Media Advertising Part II
- Unit 5. Social Media Metrics and Analysis
- Unit 6. Social Media Reporting and Optimization

Assessments

The course includes the following assessments:

- 12 Discussions
- 18 Assignments
- 8 Quizzes

Grading / Evaluation

The final score will be shown as a percentage in Canvas and Genius. The student's school of record will determine the letter grade based on their specific grading scale.

Assessments Descriptions and Weightings

The assessments for this course are weighted as follows:

Assessments	Percentage of Final Grade
Course Work (Discussions, Assignments, and Quizzes)	80%
Final Exam	20%
Total	**100%**

Instructor Contact Response Time

Contact information for the Indiana Online Instructor can be found by clicking on the Home link in the navigation menu.

The instructor will respond to student inquiries (email, text, call) **within 24 hours**. Assignments will be graded **within 48 hours (school year)** and **within 24 hours (summer)** grades will be posted.

Information about Final Exam

Coursework and the Final Exam will determine the Final Grade.

Expectations for Academic Conduct

Student Handbook

It is your responsibility to read the student handbook and contact your instructor if you have any questions.

Acceptable Use & Netiquette Policy

The [Acceptable Use Policy](#) outlines the guidelines and behaviors that all users (administrators, teachers, students and parents) are expected to follow when participating in the Indiana Online program.

Academic Integrity

Honesty is the [Indiana Online policy](#)!

CIPA

The [Children's Internet Protection Act](#) (CIPA) is a federal law enacted by Congress to address concerns about access to offensive content over the Internet on school and library computers.

Assistance for Students with Accommodations

Indiana Online supports an inclusive learning environment for all students. If there are aspects of the instruction or design of this course that hinder your full participation, such as inaccessible web content, or the use of non-captioned videos and podcasts, reasonable accommodations can be arranged.

Suggested Assistive Technologies

- Screen Readers: [VoiceOver](#) and [NVDA](#)
- Chrome Extensions: [ChromeVox](#) and [Speakit!](#)

Minimum Technical Skills and Special Technology Utilized by Students

This course is completely online. All instructional content and interaction takes place over the internet. Students should be comfortable:

- using word processing skills
- sending/receiving email with attachments
- search the internet
- upload / download files

Students should have access to Microsoft Office or have an established Google account to work on course documents.

Vendor Accessibility Statements

- [Canvas](#)
- [Genius](#)
- [H5P](#)
- [Zoom](#)
- [Adobe](#)
- [Storyline 360](#)

Canvas strives for WCAG 2.1 Level A/AA and Section 508 conformance. Regular testing (both internal and by a third party) is conducted to identify conformance issues, with processes in place for timely remediation of accessibility issues that are identified. Canvas has been evaluated by Instructure and WebAIM according to WCAG 2.1 standards and has been found to be largely conformant. Testing is

regularly conducted using automated tools, assistive technology (such as screen readers, keyboard testing, etc.), and coding best practices. Third-party accessibility evaluation occurs semi-annually with internal audits conducted with each release. Mechanisms are in place for logging and fixing accessibility defects. Please see [Instructure's Voluntary Product Accessibility Template (VPAT)](#) for full details.

Technical Questions? Please contact the [Indiana Online Helpdesk](#).