

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



MASTER SYLLABUS

**COURSE NUMBER: BSAD 412
COURSE TITLE: DIGITAL MARKETING STRATEGY**

CIP Code: 52.1401

**Created by: Nicholas Kocher
Updated**

**School: School of Business and Liberal Arts
Department: Business
Implementation Semester/Year: Spring 2027**

A. COURSE TITLE: Digital Marketing Strategy

B. COURSE NUMBER: BSAD 412

C. CREDIT HOURS (# Hours of Lecture, Laboratory, Recitation, Clinical):

# Credit Hours per Week	3
# Lecture Hours per Week	3
# Lab Hours per Week	
Other per Week	

D. GRADING METHOD:

A – F	<input checked="" type="checkbox"/>
Pass/Fail	<input type="checkbox"/>
Other:	

E. WRITING INTENSIVE COURSE:

Yes	<input type="checkbox"/>
No	<input checked="" type="checkbox"/>

F. GER CATEGORY:

Does the course satisfy a GER category? If so, please select all that apply.

[\(https://www.canton.edu/provost/assessment/ger/\)](https://www.canton.edu/provost/assessment/ger/)

[1-2] Communication	<input type="checkbox"/>
[3] Diversity: Equity, Inclusion & Social Justice	<input type="checkbox"/>
[4] Mathematics & Quantitative Reasoning	<input type="checkbox"/>
[5] Natural Science & Scientific Reasoning	<input type="checkbox"/>
[6] Humanities	<input type="checkbox"/>
[7] Social Sciences	<input type="checkbox"/>
[8] Arts	<input type="checkbox"/>
[9] US History & Civic Engagement	<input type="checkbox"/>
[10] World History & Global Awareness	<input type="checkbox"/>
[11] World Languages	<input type="checkbox"/>

CORE COMPETENCIES (Required starting in Fall 2026):

[12] Critical Thinking and Reasoning	<input checked="" type="checkbox"/>
[13] Information Literacy	<input checked="" type="checkbox"/>
[14] Civic Discourse	<input type="checkbox"/>

G. APPLIED LEARNING COMPONENT (High-Impact Practices):

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

If Yes, select [X] one or more of the following Curricular Attribute categories:
 HIPs definitions found here: <https://www.suny.edu/applied-learning/resources/>

Capstone	
Creative Works	<input type="checkbox"/>
For-Credit Internship	<input type="checkbox"/>
Practicum	
Practicum [Clinical Placement]	<input type="checkbox"/>
Practicum [Non-Clinical Placement]	<input type="checkbox"/>
Research & Field Study	
Field Research	<input type="checkbox"/>
Research	<input type="checkbox"/>
Undergraduate Research	<input type="checkbox"/>
Service or Community	
Service Learning	<input checked="" type="checkbox"/>
Community Service	<input type="checkbox"/>
Civic Engagement	<input type="checkbox"/>
Study Abroad	
International and Domestic Travel/Exchange	<input type="checkbox"/>
COIL	<input type="checkbox"/>

H. SEMESTER(S) OFFERED:

Fall	<input checked="" type="checkbox"/>
Spring	<input type="checkbox"/>
Fall and Spring	<input type="checkbox"/>

I. COURSE DESCRIPTION:

Students plan, execute, and optimize digital marketing strategies that integrate paid, owned, and earned media. They apply research, analytics, and platform tools to design audience-centric journeys; develop content and channel plans; leverage SEO/SEM, social, email, and web; and use dashboards to evaluate performance and ROI. Ethical, legal, and accessibility considerations are embedded throughout.

J. PRE-REQUISITES: BSAD 203 Marketing and **Junior level status, or permission of the instructor**

CO-REQUISITES: None

K. LEARNING OUTCOMES:

SLO Statement	PLO	ISLO	Subset	GER
a. Assess current digital readiness and map the customer journey	1	2	IA	
b. Develop an integrated digital-channel strategy (SEO/SEM, social, email, web) aligned to target segments and positioning.	4	5		
c. Apply legal/ethical/accessibility guidelines to digital strategies.	5	4	ER	
d. Create content strategy and creative briefs that translate brand strategy into platform-specific executions	2	1	W	
e. Design a KPI measurement plan, analyze performance, and defend recommendations.	6	3	IM	

KEY	
SLO	Student Learning Outcomes
PLO	Program Learning Outcome
ISLO	Institutional Student Learning Outcomes [ISLO 1 – 5]
ISLO #	ISLO and Subsets
1	Communication Skills: <ul style="list-style-type: none"> • Oral [O] • Written [W]
2	Critical Thinking: <ul style="list-style-type: none"> • Critical Analysis [CA] • Inquiry & Analysis [IA] • Problem Solving [PS]
3	Foundational Skills: <ul style="list-style-type: none"> • Information Management [IM] • Quantitative Lit, /Reasoning [QTR]
4	Social Responsibility <ul style="list-style-type: none"> • Ethical Reasoning [ER] • Global Learning [GL] • Intercultural Knowledge [IK] • Teamwork [T]
5	Industry, Professional, Discipline Specific Knowledge and Skills
GER	General Education Requirements: Refer to Listing, Section F

L. TEXTS: To be determined by instructor

M. SUGGESTED INSTRUCTIONAL MATERIALS: To be determined by instructor

N. EQUIPMENT: None

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Quiz	<input checked="" type="checkbox"/>
Exam	<input checked="" type="checkbox"/>
Assignment	<input checked="" type="checkbox"/>
Other:	<input type="checkbox"/>

P. DETAILED COURSE OUTLINE:

I. Digital strategy frameworks; maturity assessment; SMART objectives

- SOSTAC; RACE; POEM (paid/owned/earned media) mix
- Funnel vs. flywheel; growth loops
- Digital maturity models; capability audits
- North Star metric; KPI trees; input/output metrics
- OKRs vs. SMART; cascading objectives
- Governance, roles, and decision rights

II. Consumer journeys, personas, and value propositions

- Jobs-to-Be-Done (JTBD) and forces diagram
- Personas vs. ICPs (ideal customer profiles)
- Journey mapping:
awareness→consideration→conversion→loyalty→advocacy
- Moments of truth; friction points; content-need states
- Value proposition canvas; positioning statements
- Segmentation bases (demographic, behavioral, psychographic, firmographic)

III. **Content strategy; creative briefs; accessibility**

- Content pillars and taxonomy; editorial calendar structure
- Brand voice/tone; messaging frameworks; style guides
- Asset specs by channel (short-form, long-form, visual, interactive)
- Accessibility (WCAG basics, alt text, captions, contrast, readability)
- Content lifecycle: creation, curation, governance, archival
- Legal and IP considerations for creative assets

IV. **SEO fundamentals: technical, on-page, off-page; keyword research**

- Crawlability and indexation; sitemaps/robots; Core Web Vitals
- Information architecture; internal linking; schema/structured data
- On-page elements (titles, meta, headings, copy, media)
- Search intent types; keyword clustering; topical authority
- Local/vertical search considerations (maps, commerce, app stores)

V. **SEM: account structure, bidding, quality score**

- Campaign/ad group hierarchy; keyword match types; negatives
- Ad formats (search, shopping, performance max); extensions
- Bidding strategies (manual CPC, Target CPA/ROAS, maximize conv.)
- Quality score drivers (expected CTR, ad relevance, landing page exp.)
- Budget pacing; impression share; competitive metrics
- Policy, compliance, and brand-safety settings

VI. **Social media strategy: paid/organic, community, influencers**

- Channel roles by objective (reach, engagement, conversion, support)
- Content cadences; series programming; community moderation topics
- Creator/influencer tiers; briefs; disclosure/FTC guidance
- Social commerce; shoppable formats; DMs as a service channel
- Platform algorithms; signals; trend participation guidelines
- Brand safety; UGC permissions; crisis protocols

VII. **Email/automation and CRM integration**

- List acquisition sources; consent frameworks; preference centers
- Journey types (welcome, nurture, abandonment, re-engagement, win-back)
- Segmentation and dynamic content; personalization fields
- Deliverability factors; sender reputation; authentication (SPF/DKIM/DMARC)
- Lead scoring; lifecycle stages; MQL/SQL alignment with sales

VIII. Website UX/CRO; landing page design; A/B testing

- UX heuristics; information scent; visual hierarchy; page speed
- Conversion architecture: offers, CTAs, forms, trust signals
- Landing page types (lead gen, product, webinar, content gate)
- Hypothesis libraries; test prioritization models (PIE/ICE)
- Experiment design basics (variants, samples, run time)
- Post-test interpretation; guardrail metrics; learning agendas

IX. Analytics & attribution; GA4 events & conversions

- Event models; parameters; conversion configuration
- Channel classification and UTM; link governance
- Attribution approaches (last-click, data-driven, MMM basics)
- Privacy impacts on measurement; consent mode concepts
- Cross-device/cross-domain considerations; identity stitching
- Diagnostic analysis vs. directional trends; anomaly detection

X. Dashboards & data storytelling

- KPI selection by objective (awareness, acquisition, activation, revenue, retention)
- Metric trees and roll-ups; benchmarks and thresholds
- Executive summaries; narrative arcs; insight statements
- Scorecards vs. exploration views; cadence of reporting
- Data quality notes; definitions; metadata documentation

XI. Privacy, law, and ethics in digital marketing

- Regulatory landscape (FERPA in higher ed contexts; GDPR; CCPA/CPRA)
- Consent, transparency, and data minimization
- Platform policies; advertising standards; age-appropriate design
- Dark patterns taxonomy; ethical design principles
- Accessibility compliance as ongoing governance
- Risk registers; incident response considerations

XII. Budgeting and ROI modeling

- Media mix overview; fixed vs. variable costs; pass-throughs
- CAC, LTV, payback period; cohort-based views
- Funnel conversion assumptions; elasticity and saturation
- Breakeven analysis; contribution margin logic
- Scenario and sensitivity frameworks; ranges vs. point estimates
- Prioritization matrices (impact/effort; ROI/risk)

XIII. Plan integration and risk management

- Integrated comms calendar; channel sequencing; frequency capping
- Cross-functional dependencies (IT, legal, creative, analytics)
- Vendor selection criteria; SLA considerations
- Risk categories (strategic, operational, compliance, reputational)
- Contingency playbooks; escalation paths; continuity planning

- Post-launch monitoring topics; rollback criteria

Q. LABORATORY OUTLINE: None