

MKTG 4811 - Digital Marketing

Fall 2026 Syllabus, Section 02, CRN 43344,

Credit hours: 3

Instructor

Miri Chung

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Public Instructor Information

Instructor Title:

Assistant Professor

Instructor Professional Qualifications:

Ph.D., Marketing, The University of Rhode Island

M.S., Business Analytics, Kent State University

M.A., Regional Information, Seoul National University

B.S., Vocational Education, Seoul National University

B.B.A., Business Administration, Seoul National University

Instructor Office Location:

Williamson College of Business Administration, Office 3302

Instructor Office Phone:

330-941-3083

Course Description

4811. Digital Marketing. In-depth investigation of interactive marketing including direct response marketing and other technology-based forms of business-customer interaction including measuring the effectiveness and the integration of interactive marketing activities into the overall marketing strategy. Prereq.: MKTG 3703, 2.5 GPA. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	No required textbook.	N/A	N/A

Required Course Materials

This course has no required textbook purchase. Course materials are provided through Blackboard and external learning platforms and may include instructor-created materials, LinkedIn Learning courses, certification-course materials, online readings, videos, and other digital marketing resources.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	LinkedIn Learning: Digital Marketing Foundations HubSpot Academy: Digital Marketing course and readings	Module 1: Essentials of Digital Marketing Strategy	Due Thursday: LinkedIn Learning Certificate of Completion; Applied Exercise with Discussion Initial Post Due Sunday: Discussion Reply Post; Preparatory Quiz; Certification Proof
8/31	LinkedIn Learning: Email Marketing: Strategy and Optimization HubSpot Academy: Email Marketing course and readings	Module 2: Essentials of Email Marketing Strategy	Due Thursday: LinkedIn Learning Certificate of Completion; Applied Exercise with Discussion Initial Post Due Sunday: Discussion Reply Post; Preparatory Quiz; Certification Proof



9/7	LinkedIn Learning: Content Creation: Strategy and Tools HubSpot Academy: Digital Advertising course and readings	Module 3: Essentials of Content Marketing Strategy	Due Thursday: LinkedIn Learning Certificate of Completion; Applied Exercise with Discussion Initial Post Due Sunday: Discussion Reply Post; Preparatory Quiz; Certification Proof
9/14	LinkedIn Learning: Advertising on Instagram Google Skillshop: Google Ads Display course and readings	Module 4: Strategic Visual Advertising	Due Thursday: LinkedIn Learning Certificate of Completion; Applied Exercise with Discussion Initial Post Due Sunday: Discussion Reply Post; Preparatory Quiz; Certification Proof
9/21	LinkedIn Learning: Digital Marketing Trends Google Skillshop: AI-Powered Shopping Ads course and readings	Module 5: Digital Marketing in the Tech-Driven Era	Due Thursday: LinkedIn Learning Certificate of Completion; Applied Exercise with Discussion Initial Post Due Sunday: Discussion Reply Post; Preparatory Quiz; Certification Proof
9/28	LinkedIn Learning: Digital Marketing Tools: Create a Marketing Campaign from Start to Finish HubSpot Academy: Social Media Marketing II course and readings	Module 6: Essentials of Social Media Marketing Campaigns	Due Thursday: LinkedIn Learning Certificate of Completion; Applied Exercise with Discussion Initial Post Due Sunday: Discussion Reply Post; Preparatory Quiz; Certification Proof
10/5	Google Skillshop: AI-Powered Performance Ads Certification	Module 7: In-Depth Exploration of Social Media Management	Due Thursday: Preparatory Quiz; Certification Proof

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.