

## OMBA 6954 - Digital Marketing

Fall 2026 Syllabus, Section A02, CRN 43678,

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

6954. Digital Marketing. In-depth investigation into the development and evaluation of interactive and digital marketing strategies and tactics. Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program. 3 s.h.

### Course Readings

| Group    | Title                                                       | Author                      | ISBN          |
|----------|-------------------------------------------------------------|-----------------------------|---------------|
| Required | Digital Marketing: Strategy, Planning & Disruption, 3rd ed. | Annmarie Hanlon             | 9781529680430 |
| Required | Digital Marketing Simulation: Media Attribution             | Harvard Business Publishing |               |

### Required Course Materials

Required course materials include the assigned textbook, Digital Marketing: Strategy, Planning & Disruption (3rd ed.) by Annmarie Hanlon, and the Digital Marketing Simulation: Media Attribution from Harvard Business Publishing. Additional materials will be provided through Blackboard and may include instructor-created materials, selected articles, videos, and online resources.

### Optional Recommended Readings

Additional online resources may be provided throughout the term to supplement the assigned textbook and course activities.

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                                                                                                                                             |
|---------|------------------------------------------------------------------|-----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10/19   | Hanlon (2025), Ch. 1–2<br>LinkedIn Learning<br>Selected articles | Module 1: Understanding the Digital Landscape | Due Thursday: Knowledge Check;<br>Discussion Initial Post<br>Due Sunday: Discussion Reply Post;<br>LinkedIn Learning Certificate of Completion;<br>Simulation Report |



|       |                                                                       |                                                |                                                                                                                                                                      |
|-------|-----------------------------------------------------------------------|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10/26 | Hanlon (2025), Ch. 3–4<br>LinkedIn Learning<br>Selected articles      | Module 2: Building a Digital Presence          | Due Thursday: Knowledge Check;<br>Discussion Initial Post<br>Due Sunday: Discussion Reply Post;<br>LinkedIn Learning Certificate of Completion;<br>Simulation Report |
| 11/2  | Hanlon (2025), Ch. 5–6<br>LinkedIn Learning<br>Selected articles      | Module 3: Leveraging Social Platforms          | Due Thursday: Knowledge Check;<br>Discussion Initial Post<br>Due Sunday: Discussion Reply Post;<br>LinkedIn Learning Certificate of Completion;<br>Simulation Report |
| 11/9  | Hanlon (2025), Ch. 7–8<br>LinkedIn Learning<br>Selected articles      | Module 4: Mobile and Immersive<br>Technologies | Due Thursday: Knowledge Check;<br>Discussion Initial Post<br>Due Sunday: Discussion Reply Post;<br>LinkedIn Learning Certificate of Completion;<br>Simulation Report |
| 11/16 | Hanlon (2025), Ch. 9–10<br>LinkedIn Learning<br>Selected articles     | Module 5: Strategizing and Planning            | Due Thursday: Knowledge Check;<br>Discussion Initial Post<br>Due Sunday: Discussion Reply Post;<br>LinkedIn Learning Certificate of Completion;<br>Simulation Report |
| 11/23 | Hanlon (2025), Ch. 11–12<br>LinkedIn Learning<br>Selected articles    | Module 6: Execution and Management             | Due Thursday: Knowledge Check;<br>Discussion Initial Post<br>Due Sunday: Discussion Reply Post;<br>LinkedIn Learning Certificate of Completion;<br>Simulation Report |
| 11/30 | Hanlon (2025), Ch. 13–14<br>Certification-platform training materials | Module 7: Evaluation and Enhancement           | Due Thursday: Knowledge Check;<br>Discussion Initial Post<br>Due Sunday: Discussion Reply Post;<br>Certification Proof; Simulation Report                            |

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.