OMBA 6954 - Digital Marketing

Fall 2026 Syllabus, Section A05, CRN 43681,

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
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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 LinkedIn Learning Selected articles	Module 1: Understanding the Digital Landscape	Due Thursday: Knowledge Check; Discussion Initial Post Due Sunday: Discussion Reply Post; LinkedIn Learning Certificate of Completion; Simulation Report

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