

# Strategies in Digital Engagement

## Fall 2024 Syllabus

Instructor: Brittany Grubbs-Hodges  
Email: brittanygrubbs@ufl.edu  
CLASS MEETING: 100% Online  
Class Location: N/A  
Assignments: All course assignments will be through Canvas

### Course Description:

This course is designed to equip students with the knowledge and skills necessary to excel in today's digital landscape. Modules focus on digital, social, and email marketing, including the foundations of copywriting techniques and digital branding strategies. Furthermore, students explore the ethical considerations surrounding data collection by companies, understanding the mechanisms behind data collection and utilization. The course concludes with an overview of Customer Relationship Management (CRM) and various CRM tools, learning how to effectively manage customer interactions and enhance business relationships in an increasingly digital-centric world.

### Course Objectives:

1. To explore digital marketing strategies by applying foundational principles of digital, social, and email marketing to create a comprehensive marketing campaign.
2. To successfully demonstrate an understanding of effective copywriting skills by crafting compelling and engaging content tailored to target audiences, utilizing proven techniques to enhance brand messaging and drive customer engagement.
3. To understand the ethical implications of data collection practices in the digital landscape, including the mechanisms behind data acquisition, utilization, and privacy concerns to make informed decisions regarding consumer data.

4. To evaluate various digital branding strategies and their impact on brand perception and recognition, demonstrating the ability to recognize branding initiatives across digital platforms.

5. To utilize Customer Relationship Management (CRM) tools proficiently to understand the process of managing customer interactions, tracking customer behavior, and implementing strategies to enhance customer satisfaction and loyalty in a digital-centric business environment.

Course Materials:

Readings will be provided in PDF format by the instructor.

Course Assignments:

- Certifications (2) - 20%
- Semester Company Profile - 15%
- Discussions (8) - 30%
- Module Quizzes (6) Quizzes - 25%
- WIX Portfolio - 10%

Course Overview:

Weeks	Module/Assignment
1-2	AUGUST 22 - SEPTEMBER 1 Introduction Video/Browse the Course Assignments: <ul style="list-style-type: none"><li>• Your Semester Brand Discussion &amp; Feedback (#1)</li><li>• WIX Account Creation</li></ul>
3	SEPTEMBER 2 - 8

	<p>Module 1: "The Strategy"</p> <p>Assignments:</p> <ul style="list-style-type: none"><li>• Module 1 Quiz</li><li>• Now It's My Turn! -- Your "Strategy" Discussion &amp; Feedback (#2)</li></ul>
4	<p>SEPTEMBER 9 - 15</p> <p>Module 2: "The Audience"</p> <p>Assignments:</p> <ul style="list-style-type: none"><li>• Module 2 Quiz</li><li>• Now It's My Turn! -- Your "Audience" Discussion &amp; Feedback (#3)</li></ul>
5	<p>SEPTEMBER 16 - 22</p> <p>Module 3: "The Brand"</p> <p>Assignments:</p> <ul style="list-style-type: none"><li>• Module 3 Quiz</li><li>• Now It's My Turn! - Your "Brand" Discussion &amp; Feedback (#4)</li></ul>
6	<p>SEPTEMBER 23 - 29</p> <p>Module 4: "The Message"</p> <p>Assignment:</p> <ul style="list-style-type: none"><li>• Module 4 Quiz</li><li>• Now It's My Turn! - Your "Message" Discussion &amp; Feedback (#5)</li></ul>
7	<p>SEPTEMBER 30 - OCTOBER 6</p> <p>Module 5: "The Tech"</p> <p>Assignment:</p> <ul style="list-style-type: none"><li>• Module 5 Quiz</li><li>• Now It's My Turn! - Your "Tech" Discussion &amp; Feedback (#6)</li></ul>

8-9	<p>OCTOBER 7 - 20</p> <p>CERTIFICATION WEEK</p> <p>Assignment:</p> <ul style="list-style-type: none"> <li>• Hubspot Inbound Marketing &amp; Inbound Sales Certifications</li> </ul>
10	<p>OCTOBER 21-27</p> <p>BREAK WEEK</p>
11	<p>OCTOBER 28 - NOVEMBER 3</p> <p>Module 6: "The Resources"</p> <p>Assignment:</p> <ul style="list-style-type: none"> <li>• Module 6 Quiz</li> <li>• Now It's My Turn! - Your "Resources" Discussion &amp; Feedback (#7)</li> </ul>
12 -13	<p>NOVEMBER 4 - 17</p> <p>Work on Your Semester Company Profile</p> <p>Assignment:</p> <ul style="list-style-type: none"> <li>• Semester Company Profile</li> <li>• Semester Company Profile Discussion &amp; Feedback (#8)</li> </ul>
14 - 16	<p>NOVEMBER 18 - DECEMBER 11</p> <p>Work on Your WIX Portfolio</p> <p>Assignment:</p> <ul style="list-style-type: none"> <li>• WIX Portfolio</li> </ul>

Extra Credit:

There are five interactive supplemental modules on various topics associated with our course content. Every module you complete is worth ONE overall grade point for a total of

five points. In other words, if you receive an 80 in the class and complete all five modules, you would receive an 85. There will be no other opportunities for extra credit.

#### Late Assignments:

The goal of this course is for you to develop skills, and that development is more important than deadlines or grades. However, submitting work by the posted deadline is crucial. Late work will be accepted up to ONE WEEK after the deadline but will automatically be assessed for half credit. As always, please speak to me if extenuating circumstances impact your ability to submit your work in a timely fashion.

#### Notes for Students with Disabilities:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

#### Grading Policies and Grade Points:

Please refer to the UF Catalog for information on grading and GPA: [https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/Links to an external site.](https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/Links%20to%20an%20external%20site)

#### Grading Scale:

A	94-100%
A-	90-93%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%

C	74-76%
C-	70-73%
D+	67-69%
D	64-66%
D-	60-63%
E	0-59%

#### Course Evaluations:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <http://evaluations.ufl.edu>Links to an external site.. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>Links to an external site.