

DIGITAL MARKETING CAPSTONE PROJECT

Course Syllabus

1. General Information

Course name: Digital Marketing Capstone Project

Course code: MAR

Number of credits: 3

Faculty: Marketing

Instructors:

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2. Course Objectives

Digital Marketing Capstone Project will require you to take the knowledge you've acquired throughout the education program and put it into practice. Each week is divided into the different components of the digital marketing plan.

This course, is too a writing emphasis courses and is designed to provide the student with a specific set of knowledge, skills, competencies, and the ability to strategically identify, analyze, and solve 21st century dynamic competitive environmental issues confronting 21st century business managers and CEOs. In a strategic leadership, ethical and management framework, this course integrates core business/digital marketing knowledge across all organizational functional areas to arrive at economically sound, ethically principled, and value-adding solutions that add to the effectiveness of organizations and that also create a sustainable competitive advantage.

The main objectives of this course are to improve your ability to:

1. Study in depth a topic of particular interest to the student, within the field of business.
2. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
3. Develop effective digital marketing plan to achieve organizational objectives.
4. Design a strategy implementation digital marketing program to maximize its chance of success.
5. Apply the processes involved in research, such as obtaining information from people, securing their co-operation, analysing and evaluating data, framing recommendations, and other methods of field study and data collection.
6. Plan, design, execute and report a significant piece of group research.
7. Communicate and defend your recommendations and critically examine and build upon the recommendations of your classmates both quantitatively and qualitatively.
8. Communicate, via a report, complex ideas and information in a coherent and structured manner.
9. Pitch Your Business Idea/Proposals/plan to the client

3. Abstract

This course is the culminating project in the digital marketing specialization. Capstone projects target real world problems and challenges of a sponsor organization. It provides students the opportunity to apply what they've learned in the Marketing PTIT to real-world settings and gain first-hand experience working with outside organizations during their studies.

The Digital Marketing Capstone Project is a challenging individual or team project that enables you to apply everything you have learned during the program. This course is designed to provide students with the opportunity to apply the theory and knowledge they gain in class to outside organizations that are facing strategic issues. The major project for this course is developing and implementing a digital marketing plan for a business/organization, basing on the basis of knowledge and skills in marketing and digital marketing accumulated in the programs. Students will be responsible for presenting their findings in both written and oral form.

In addition, students will have the opportunity to communicate and defend their recommendations and build upon the recommendations. We will explore the theory and applications of digital marketing concepts through a mix of cases, discussions, lectures and group projects..... We will draw materials from a variety of sources and settings including services, consumer and business-to-business products

4. Teaching and learning methods

Lectures:	14h
In class discussion & practice:	16h
Individual reading:	h

5. Prerequisites: Digital Marketing

6. Learning Outcomes

The course learning outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items. The learning outcomes in this course also help you to achieve some of the overall course learning goals and outcomes for all undergraduate students. Course learning goals are what we want you to BE or HAVE by the time you successfully complete your course. You demonstrate this by achieving specific course learning outcomes - what you are able to DO by the end of your course.

Learning outcomes describe what students are expected to have learned or achieved; as a result, they usually describe what students will be capable of doing, or what evidence will be provided to substantiate learning.

At the end of this course, students will be expected to demonstrate the following some objectives/skills:

- Demonstrate efficient and effective proficiency in the application of strategic and critical thinking, strategic leadership, and strategic analysis methods to produce a synergistic integration of applicable knowledge from organizational functional areas to create a sustainable competitive advantage.
- Demonstrate strategic, efficient, and effective proficiency in the use of the knowledge and tools (marketing digital technology, business analytical, marketing, and statistics software, databases, and social media venues) that are commonly used and that are continuously evolving in 21st century competitive

and dynamic business environments.

- Demonstrate efficient and effective proficiency at communicating and articulating organizational goal, missions, business problem and strategic goals, marketing plan via various writing styles and oral presentations.
- Gain experience in hands-on projects
- Evaluate project performance gleaned from a real case data.

Besides, students will be expected to demonstrate the following some objectives/skills:

- Presentation skills
- Market research skills
- Strategy skills
- Financial skills - Marketing skills
- Business plan/ Writing skills
- Critical thinking
- Creativity

7. Assessment Criteria

The following table shows how your course learning outcomes relate to the overall learning goals and outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

Learning Goals and Outcomes	Course Learning Outcomes	Course Assessment Item
<i>This course helps you to achieve the following learning goals for all students:</i>	<i>On successful completion of the course, you should be able to:</i>	<i>This learning outcome will be assessed in the following items:</i>
Knowledge	<ul style="list-style-type: none"> ✓ Demonstrate efficient and effective proficiency in the application of strategic and critical thinking, strategic leadership, and strategic analysis methods to produce a synergistic integration of applicable knowledge from organizational functional areas to create a sustainable competitive advantage. ✓ Demonstrate strategic, efficient, and effective proficiency in the use of the knowledge and tools (marketing digital technology, business analytical, marketing, and statistics software, databases, and social media venues) that are commonly 	<ul style="list-style-type: none"> • Project: <ul style="list-style-type: none"> ✓ Outline project requirements. ✓ Design a project plan. ✓ Summarize and explain their progress. ✓ Appraise a project, by authoring a final report. ✓ Demonstrate their final product.

	<p>used and that are continuously evolving in 21st century competitive and dynamic business environments.</p> <ul style="list-style-type: none"> ✓ Demonstrate efficient and effective proficiency at communicating and articulating organizational goal, missions, business problem and strategic goals, marketing plan via various writing styles and oral presentations. ✓ Develop a formal business/marketing plan for a business setting. ✓ Communicate persuasively to diverse stakeholders to justify a business case based on a needs analysis. ✓ Propose data-driven decisions, utilizing an ethical framework in the development of business/marketing strategies. ✓ Evaluate business/marketing plan elements through a lens of biblical stewardship. ✓ Defend a comprehensive business plan/marketing in a professional context. ✓ Understand the complex relationship between people and organisations and reflect upon the development of professional behaviours ✓ Communicate and work effectively in teams and as individuals ✓ Display critical thinking and apply judgement when interpreting business/marketing issues/problems ✓ Identify business/marketing issues/problems and apply relevant theories, principles, 	<ul style="list-style-type: none"> • Report: <i>Business Opportunity Pitch, Final Business Plan, Business Plan Presentation and project proposal, business briefs</i> • Group Discussion Topics
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	<p>concepts and models to propose solutions</p> <ul style="list-style-type: none"> ✓ Apply relevant ethical frameworks for business/marketing decision making in a professional business context ✓ Gain experience in hands-on projects ✓ Evaluate project performance gleaned from a real case data. 	
Critical thinking and problem solving	<p><i>Analyse website data and integrate it with market information</i></p> <p><i>Identify relevant key constructs such as value of products, customers and brands, consumer behavior, customer preferences, market trends, other useful business insights using digital analytics</i></p>	<ul style="list-style-type: none"> • Project • Group Discussion Topics • Report
Written communication	<p><i>Develop plans that reflect the overall digital and marketing strategies</i></p>	<ul style="list-style-type: none"> • Report
Oral communication	<p><i>Communicate ideas in a succinct and clear manner during class discussions</i></p> <p><i>Present results from the group report</i></p>	<ul style="list-style-type: none"> • Class participation • Report presentation • Group Discussion Topics
Teamwork	<p><i>Work collaboratively to complete the major group project.</i></p>	<ul style="list-style-type: none"> • Team peer evaluation
Ethical, social and environmental responsibility	<p><i>Identify and assess legal and social considerations in digital marketing strategy.</i></p>	<ul style="list-style-type: none"> • Report • Group Discussion Topics
Social and cultural awareness	<p><i>Specific and discussion topics addressed in this course.</i></p>	<ul style="list-style-type: none"> • Group Discussion Topics

8. Project Capstone Tasks

Workload: The information below is provided as a guide to assist students in engaging appropriately with the course requirements. Students in this course are expected to attend their tutorial class each week.

Task 1:

- Read the Syllabus and complete the Syllabus Quiz.
- Overview and Benefits of Digital Marketing Capstone Project
- Introduction and the way forward and state their business's mission.
- Familiarize yourself with the project topics, Ideas, subjects...
- Create your own project on the discussion board. (Optional)
- Team up with 3-4 other students to form your own group.
- Complete the "Choose your project topics, Ideas, subjects" survey.
- Go to your group's discussion board and make a post in the Our Team Introductions topic
- Choose your types of firms and projects
- Planning for acquiring Initial firms for your casptone project

Task 2:

- Choose your firm and project
 - Their business goals
 - Their biggest problems
 - What they value
 - What sets them apart
- Business model creation and the model canvas
- Value proposition creation
- The consulting industry
- Selling consultancy and gaining clients
- Getting and keeping clients
- Solution development
- Implementation and ethics
- Pitching ideas

Task 3:

- Client presentations
- The strategic management process
- Missions, visions, values and strategy
- Strategic leadership
- Review capstone project scopes of work
- External analysis
- Review external analysis team' resources
- Internal analysis
- Assessing past strategy by assessing financial performance
- Assessing the potential of future strategy by projecting financial performance

Task 4:

- Client presentations
- Digital Marketing Capstone project planning
- Digital Marketing Capstone project SWOT analysis presentation
- Digital Marketing strategy formulation

- Digital Marketing strategy implementation
- Identify and address the ethical and social responsibility issues currently exist in marketing world.
- Utilize marketing information, through marketing research process, in creating strategic marketing plan.
- Integrate the knowledge of marketing segmentation, positioning and branding into the creation of strategic marketing plan.
- Be able to develop and incorporate thoughtful and executable marketing mix into the strategic marketing plan.
- Develop and create executable marketing plan for competitive advantage, from planning, formulating, and executing strategic digital marketing plan.
- Meeting with capstone mentor and client to refine recommendations
- Outline your plan's contributors and their responsibilities.

Task 5:

- Digital Marketing strategy implementation: Innovation and strategic entrepreneurship
- Capstone project strategy recommendations presentation
- Corporate strategy: diversification and vertical integration

Task 6:

- Turn your capstone project into a business progress/ turning in project management processes
- Cost Management and Replanning
- Follow up after a strategic planning meeting

Task 7:

- Turning in capstone project progress reports/ presentation
- Follow up after a strategic planning meeting
- Cost Management and Replanning
- Capstone Research Paper Assignment

Task 8:

- Turning in capstone project progress reports/ presentation
- Follow up after a strategic planning meeting
- Cost Management and Replanning
- Benefits Realization Map Assignment

Task 9:

- Turning in and reporting the final capstone project
- Summary of Course

Weekly topics: The weekly topics will change from year to year, please see the associated course schedule for details. Midway through the semester, students will be responsible for a brief presentation of their progress, which should include any roadblocks or difficulties that they've encountered. An end of semester final presentation will take place during the last week of classes.

Learning Activities Summary

In preparing a Marketing Plan students work in groups of up to five students. They undertake a series of research projects including:

- Desk research of the socio-economic environment,

- Competitor research and analysis,
- Develop an understanding of the possible business models, and
- Conduct purchaser research using qualitative and quantitative methods as the project requires.

The students complete a draft of the first half of their Marketing Plan by 1-2 weeks, receive feedback, and then complete the plan prior to the end of semester.

Small Group Discovery Experience

Students will develop a strategic marketing plan for a live client firm, on the basis of market theory, market research and the potential strategic directions available to their client. Students will be responsible for presenting their findings in both written and oral form to their clients.

Students will work in groups of four or five. The preparation of a strategic marketing plan is a demanding task. The clients present a problem in week one of the course, groups are formed in tutorials, and work begins immediately on the market plan. Students need to attend each tutorial in the same time period each week.

Through in-class discussions, case analysis and group project, the students will learn to:

- *Listen, discuss, and respect other students' ideas*
- *Build persuasive argument for business decisions*
- *Make sound marketing decisions*
- *Develop and evaluate marketing strategies*

9. Required Textbooks

Students in this course are expected to attend their tutorial class each week.

The reading assignments are shown in the accompanying schedule of topics, assignments, and activities. The Blackboard discussions are designed to supplement and elaborate upon the assigned readings and textbook content for an “outside of the text book” experience.

10. Suggested Textbooks

Alex Genadinik (2015), *Business Plan Template And Example: How To Write A Business Plan: Business Planning Made Simple*, CreateSpace Independent Publishing Platform

Jim Horan (2015), *The One Page Business Plan for the Creative Entrepreneur*, The One Page Business Plan Company

The following sources provide many useful analytics cases with business data:

Darden Business Publishing, Harvard Business School Publishing, INSEAD Case Publishing, Ivey Cases, Kellogg Case Publishing, Stanford Graduate School of Business, Data Analytics Websites: DataCamp, Github, KDnuggets,...

Periodicals:

- Wall Street Journal;

- Marketing News | AMA
- European Journal of Marketing;
- Harvard Business Review;
- The Economist.
- Read also the Business Journals.

11. Course Schedule

Week	Main contents	Specific contents and activities, Course requirements checklist	Student's tasks
1	Task 1	<ul style="list-style-type: none"> • <i>Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria</i> • Read the Syllabus and complete the Syllabus Quiz. • Overview and Benefits of Digital Marketing Capstone Project • Introduction and the way forward and state their business's mission. • Familiarize yourself with the project topics, Ideas, subjects... • Create your own project on the discussion board. (Optional) • Team up with 3-4 other students to form your own group. • Complete the "Choose your project topics, Ideas, subjects" survey. • Go to your group's discussion board and make a post in the Our Team Introductions topic • Choose your types of firms and projects • Planning for acquiring Initial firms for your capstone project <p><u><i>In-Class Discussion</i></u></p> <ul style="list-style-type: none"> - Each group must meet one-on-one with capstone mentor - Discuss and Work with your group to create a project plan. - Answer students' questions related to the group assignment 	<p>Required Readings:</p> <ul style="list-style-type: none"> • Reading the course's syllabus • <i>The articles and other reading provided by Prof</i>
2	<p>Group Assignment Coaching</p> <p>Task 2</p>	<ul style="list-style-type: none"> • <i>Communicating the research results</i> • <i>The major components of a research proposal</i> • <i>Group Assignment Coaching</i> • <i>Review of contents of group assignment</i> • <i>Answer students' questions on group</i> 	<p>Pre-work:</p> <ul style="list-style-type: none"> • Submit your week progress report <p>Required Readings:</p> <ul style="list-style-type: none"> • <i>The articles and other</i>

Week	Main contents	Specific contents and activities, Course requirements checklist	Student's tasks
		<p><i>assignment</i></p> <ul style="list-style-type: none"> • Choose your firm and project • Client presentations • Business model creation and the model canvas • Value proposition creation • The consulting industry • Selling consultancy and gaining clients • Getting and keeping clients • Solution development • Implementation and ethics • Pitching ideas <p><u><i>In-Class Discussion</i></u></p> <ul style="list-style-type: none"> - Each group must meet one-on-one with capstone mentor - Begin working on your project, once your project plan is approved. - Answer students' questions related to the group assignment 	<p><i>reading provided by Prof</i></p>
3	Task 3	<ul style="list-style-type: none"> • Client presentations • The strategic management process • Missions, visions, values and strategy • Strategic leadership • Review capstone project scopes of work • External analysis • Review external analysis team' resources • Internal analysis • Assessing past strategy by assessing financial performance • Assessing the potential of future strategy by projecting financial performance <p><u><i>In-Class Discussion</i></u></p> <ul style="list-style-type: none"> - Each group must meet one-on-one with capstone mentor - Work on your project, once your project plan is approved. - Answer students' questions related to the group assignment 	<p>Pre-work:</p> <ul style="list-style-type: none"> • Submit your week progress report <p>Required Readings:</p> <ul style="list-style-type: none"> • <i>The articles and other reading provided by Prof</i>

Week	Main contents	Specific contents and activities, Course requirements checklist	Student's tasks
4	Task 4	<ul style="list-style-type: none"> • Client presentations • Digital Marketing Capstone project planning • Digital Marketing Capstone project SWOT analysis presentation • Digital Marketing strategy formulation • Digital Marketing strategy implementation • Identify and address the ethical and social responsibility issues currently exist in marketing world. • Utilize marketing information, through marketing research process, in creating strategic marketing plan. • Integrate the knowledge of marketing segmentation, positioning and branding into the creation of strategic marketing plan. • Be able to develop and incorporate thoughtful and executable marketing mix into the strategic marketing plan. • Develop and create executable marketing plan for competitive advantage, from planning, formulating, and executing strategic digital marketing plan. • Meeting with capstone mentor and client to refine recommendations • Outline your plan's contributors and their responsibilities. <p><u>In-Class Discussion</u></p> <ul style="list-style-type: none"> - Each group must meet one-on-one with capstone mentor - Work on your project, once your project plan is approved. - Answer students' questions related to the group assignment 	<p>Pre-work:</p> <ul style="list-style-type: none"> • Submit your week progress report <p>Required Readings:</p> <ul style="list-style-type: none"> • <i>The articles and other reading provided by Prof</i>
5&6	Task 5	<ul style="list-style-type: none"> • Digital Marketing strategy implementation: Innovation and strategic entrepreneurship • Capstone project strategy recommendations presentation • Corporate strategy: diversification and vertical integration <p><u>In-Class Discussion</u></p> <ul style="list-style-type: none"> • Each group must meet one-on-one with 	<p>Pre-work:</p> <ul style="list-style-type: none"> • Submit your week progress report <p>Required Readings:</p> <ul style="list-style-type: none"> • <i>The articles and other reading provided by Prof</i>

Week	Main contents	Specific contents and activities, Course requirements checklist	Student's tasks
		capstone mentor <ul style="list-style-type: none"> Discuss and Work with your group to track your project plan. Answer students' questions related to the group assignment 	
7&8	Task 6	<ul style="list-style-type: none"> Turn your capstone project into a business progress/ turning in project management processes Cost Management and Replanning Follow up after a strategic planning meeting <u>In-Class Discussion</u> <ul style="list-style-type: none"> Each group must meet one-on-one with capstone mentor Discuss and Work with your group to track your project plan. Answer students' questions related to the group assignment 	Pre-work: <ul style="list-style-type: none"> Submit your week progress report Submit your team's midpoint project report. Required Readings: <ul style="list-style-type: none"> <i>The articles and other reading provided by Prof</i>
8&9	Task 7	<ul style="list-style-type: none"> Turning in capstone project progress reports/ presentation Follow up after a strategic planning meeting Cost Management and Replanning Capstone Research Paper Assignment <u>In-Class Discussion</u> <ul style="list-style-type: none"> - Each group must meet one-on-one with capstone mentor - Discuss and Work with your group to track your project plan. - Answer students' questions related to the group assignment 	Pre-work: <ul style="list-style-type: none"> Submit your week progress report Required Readings: <ul style="list-style-type: none"> <i>The articles and other reading provided by Prof</i>
10&11	Task 8	<ul style="list-style-type: none"> Turning in capstone project progress reports/ presentation Follow up after a strategic planning meeting Cost Management and Replanning Benefits Realization Map Assignment <u>In-Class Discussion</u> <ul style="list-style-type: none"> Each group must meet one-on-one with capstone mentor Discuss and Work with your group to track your project plan. Answer students' questions related to the group assignment 	Pre-work: <ul style="list-style-type: none"> Submit your week progress report Required Readings: <ul style="list-style-type: none"> <i>The articles and other reading provided by Prof</i>

Week	Main contents	Specific contents and activities, Course requirements checklist	Student's tasks
12	Task 9	<ul style="list-style-type: none"> Turning in and reporting the final capstone project Summary of Course <p><u>In-Class Discussion</u></p> <ul style="list-style-type: none"> - Each group must meet one-on-one with capstone mentor - Discuss and Work with your group to track your project plan. - Answer students' questions related to the group assignment 	<p>Pre-work:</p> <ul style="list-style-type: none"> Submit your week progress report <p>After class:</p> <ul style="list-style-type: none"> Preparing and submitting slides for oral presentation
13	Group Project Presentations	<ul style="list-style-type: none"> Oral presentation of group research project by groups of students Q&A on each research project Each oral presentation must not be longer than 15 minutes 	<p>Pre-work:</p> <ul style="list-style-type: none"> Submit your project poster. Submit your final report. Submit your project demonstration Preparing and submitting slides for oral presentation
14	Group Project Presentations	<ul style="list-style-type: none"> Oral presentation of group research project by groups of students Q&A on each research project Each oral presentation must not be longer than 15 minutes 	<p>Pre-work:</p> <ul style="list-style-type: none"> Submit your project poster. Submit your final report. Submit your project demonstration Preparing and submitting slides for oral presentation
15	Course Wrap-up	<ul style="list-style-type: none"> Give comments on the group assignment Give a general review of the course's contents and discussion 	<ul style="list-style-type: none"> Final project due

12. Grading Policy

	Assignment (Group assignment)	Importance
1	The Capstone Research Paper Assignment (Task 1-3)	30%
2	The project plan is approved (Task 4)	20%
3	The final capstone project report and	50%

	presentation (including the project poster, the final report, the project demonstration)	
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Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.

Talking and other disruptive behavior are not permitted while classes are in session.

Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.

Class discussion directly supports the firm goals of critical thinking & communication, as well as a great change to practice team discussions that are essential to how businesses generate ideas and solve problems. Folks who contribute insightful analysis and good ideas in the business world get noticed by their supervisors and other decision-makers in the firm. Being skilled at engaging in this type of discussion is not necessarily reflected in how often a person speaks, but rather in how well comments advance the objectives of discussion. In class, effective discussion only happens if you are prepared through reading the assignments and thinking about the discussion questions.

Key Project Responsibilities

To benefit both the students and sponsor organizations, following are project success factors:

- *Well-defined project goals and scope negotiated by sponsor, team and faculty advisor*
- *Clear deliverables incorporated in a written project plan with milestones*
- *Setting of context within the sponsor organization and access to data*

Student Project Goals:

Students participating in Capstone projects receive academic credit and learn to:

- *Build skills in problem analysis, business case preparation, product/solution development, market research, presentation and public speaking*
- *Enhance project management, teamwork and problem-solving skills*
- *Develop expertise in a specific problem area while understanding context, leverage points and constraints (e.g. economic, legal, social, diversity and cultural conditions)*

In-class Business analytics exercises

- *Case analysis assignments with real world data: Case writing to recommend a proper course of action based on analytic results*
- *Course group project: Define business problem, collect and clean data, conduct a statistical analysis, and recommend a course of action. Data analysis project with a client can be accommodated as this group project.*
- *Examinations: Formats should require students to demonstrate critical thinking and application/problem solving skills. Multiple choice exams are not allowed.*

Group Assignment

For this course, the students must join in a group and do a group assignment during the course. This assignment encourages students to apply knowledge and develop skills related to digital marketing in a real case in order to become familiar with the reality of digital marketing planning, implementing and controlling activities. The group assignment will divide into three steps:

1. The capstone research paper assignment (corresponding to the tasks 1-3): 30% of the total mark
2. The project plan is approved (corresponding to the Task 4): 30% of the total mark
3. The final capstone project report and presentation (*including the project poster, the final report, the project demonstration*): 50% of the total mark

Project Process

Team size will be ideally between 4 and 5 students (not more than 5). The purpose of your team is to act as a consulting team specialized in Digital Marketing and:

1. Become familiar with your market needs and technology environment, customer analysis... (research phase)
2. Identify a real organization that could benefit from your solution and demonstrate why (building a solution business)
3. Plan how that organization could test your solution to validate your digital marketing plan (proof-of-concept plan)

Final exam

The final exam corresponds to the final capstone project report and presentation. We will have a team-based oral final exam. In essence, this session will be a closed book review of the material covered in this class and group project. The questions will give the interviewer and each member of team will have a few minutes to come up with an answer and A spokesperson will be randomly selected and must give the answer. Another question will be projected and the process will be repeated. Each member of team will receive a final grade based on their responses.