Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2026

Digital Marketing

Prof. Sukki Yoon, Bryant University

SHORT COURSE DESCRIPTION

The goal of this course is to provide insights on how modern industry is adopting new emerging media and technologies as marketing tools. In a digital sphere, modern consumers go through the stages of awareness, intent, conversion and finally retention. The course will focus on how digital media have revolutionized the interactions between firms and consumers along this journey. New technologies offer powerful tools to reach consumers along the funnel: online display ads raise awareness, search listings reach consumers with intent, e-commerce facilitate conversion, and social medial both energizes and retains customers.

TEXTBOOK & READING MATERIALS

1. Social Media Marketing: A Strategic Approach by Debra Zahay, Mary Lou Roberts, Janna Parker, Donald I. Barker, Melissa S. Barker (3rd Edition), ISBN-13: 978-0357516188. ISBN-10: 0357516184. Cengage.
    - Purchase an e-book at: https://www.cengageasiaestore.com/kr/9788000040097.html
2. The Little Black Book of Social Media by Sharmin Attaran & Stefanie Boyer, ISBN-13: 987-1-7340764-2-4. ISBN-10. Sentia Publishing.
    - Purchase an e-book at: https://sentiapublishing.com/business/the-little-black-book-of-social-media-attaran-sharmin-boyer-stefanie-online-textbook/

COURSE REQUIREMENTS AND GRADING

Students are responsible for all reading assignments, handouts, and lecture materials. Students who miss class are expected to make arrangements with fellow students for lecture material.
NOTE: **SKKU regulations require students to attend at least 80% of all classes (i.e., missing four sessions will result in automatic failure of the course).**

Grading			**Scale**	
Participation	25%	90-100%	A	PASS
Personal Branding	25%	87-89%	B+	PASS
Certifications	25%	84-86%	B	PASS
Digital Marketing Critique	25%	80-83%	B-	PASS
		77-79%	C+	PASS
		74-76%	C	PASS
		70-73%	C-	PASS
Total	100%	67-69%	D+	PASS
		60-66%	D	PASS
		59% or lower	F	FAIL

CLASS PARTICIPATION

Class participation is an important part of the learning experience, and all students are encouraged to contribute regularly. There are no "stupid" questions or comments—every contribution adds value to our discussion and helps build a more engaging and inclusive classroom. I will often pose questions to the class as a whole or occasionally direct questions to specific individuals ("cold calling") to encourage broader involvement.

PERSONAL BRANDING PROJECT

You will work on developing and enhancing your personal brand using social media platforms, such as LinkedIn. Deliverables include various assignments from the *Little Black Book of Social Media*, a final PPT submission, and social media posts throughout the semester. The Little Black Book will take you through this process step-by-step. It consists of 30 days of mini exercises.

Pick Any TWO Social Media Platforms!

PRE-ASSESSMENT: If you already have any of these accounts, complete an audit.

a. How many followers do you have on Twitter/LinkedIn?
b. What has been working, what has not?
c. What is engagement like on each channel?
d. What is your SSI on Linkedin before you start the book?

MAIN SECTIONS: Follow each chapter to develop a detailed strategy for your personal brand and launch these strategies. Do this by following the day-by-day mini-assignments. Compile examples of your strategy and your work for submission, use screenshots, if helpful.

POST ASSESSMENT: What happened since you launched your strategies? Show us the data. Any changes? What's your SSI now (applies to those who choose to use LinkedIn)? Based on your results and data, what are your recommendations for your brand moving forward?

a. How many followers do you have on Twitter/LinkedIn?
b. What has been working, what has not?
c. What is engagement like on each channel?
d. What is your SSI on Linkedin AFTER you started the book?

DELIVERABLES:

VIDEO: Create a short 1 minute video to be posted on your platform. Be creative and create a video YOU would like to watch.

SLIDEDECK: **Compile into a PPT/Keynote/Canva slidedeck for submission**. Suggested Blocks for slidedeck:

a. Block 1: complete Days 1-6
b. Block 2: complete Days 7-14
c. Block 3: complete Days 15-21
d. Block 4: complete Days 22-30

SHOWCASE DAY: Around the end of the second week, approximately halfway through the semester, we will hold a showcase day. On this day, you will have the opportunity to give a short progress report to your classmates and me in an open forum. The showcase will allow you and your classmates to share your own progress and learn about the progress of others.

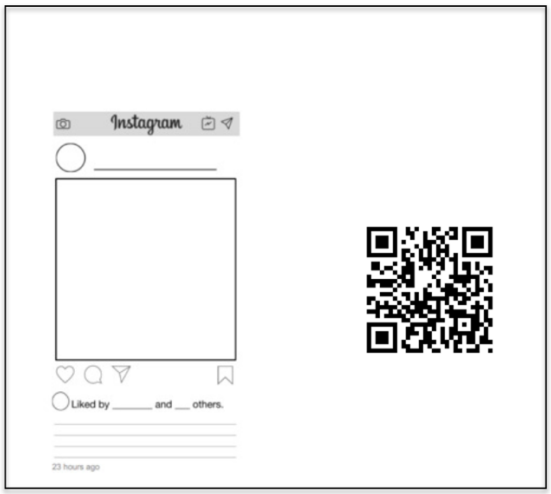
On the showcase day, please bring a 2-page hard copy of your personal branding:

Page 1:

- Personal Brand Information
- Goals and Objectives

- Platform Selection
- Brand Profile and Bio
- A Calendar of Social Media Content

Page 2:



CERTIFICATIONS

You will be required to complete TWO certifications throughout the semester. All of them are online, free, and will be offered through Hubspot and Google.

1) The first certification required is HubSpot Inbound Marketing. You can find the course at the following link: https://academy.hubspot.com/courses/inbound-marketing?library=true&=
2) For the second certification, you have the flexibility to select any course from the list provided below.
3) For extra credit (5 points), you have the option to pursue a maximum of two additional certifications.

All certifications will be counted towards your grade and can be uploaded to your resume and onto LinkedIn.

Certifications:

#1. https://analytics.google.com/analytics/academy/

- Google Analytics for Beginner or
- Advanced Google Analytics

#2. https://skillshop.withgoogle.com

Select one certification from the list below:

- Google Ads Search
- Google Ads Display
- Google Ads Video
- Shopping ads
- Google Ads Apps
- Google Ads Measurement
- Google Ads Search Professional
- Google Ads Display Professional

- Google Ads Video Professional
- Google Ads Creative
- Grow Offline Sales

#3. Hubspot Social Media
https://academy.hubspot.com/certification-overview

#4, Hubspot content marketing
https://academy.hubspot.com/certification-overview

#5. Please make sure your Hubspot Certification is related to Social Media or Digital Marketing.

Click on Marketing, then toggle Certifications Only

Hubspot CertificationsLinks to an external site.
- Hubspot SEO Certification
- Email Marketing Certification

DIGITAL MARKETING CRITIQUE

You (or your team—depending on the class size) will deliver a 30-40 minute presentation to the class, where you select a company or brand which has a plenty of marketing communications on any digital platform. Describe the research you have conducted and your recommendations for the brand and its digital marketing strategy. Critique their marketing communications. Below is the list of headings and subheadings you might include in your paper. This is just a guideline; feel free to modify the format as needed (i.e., you don't have to have all the elements listed – only include important and relevant information).

- Audience Analysis:
  - Whom are the digital marketing communications intended for?
  - Where/how did they appear?
  - Do they reach the intended audience?
- Content:
  - What is the central point of the marketing communications?
  - Are the claims supported?
  - How is it personalized?
  - Examine the visual/verbal/interactive content: critique it.
- Placement:
  - Where/how is the communications placed in the given digital platform (e.g., banner, bumper ads, product placement)?
  - What is it surrounded by (other ads? story about? similar products?)
  - Is the placement appropriate?
- Effect:
  - Critique the effectiveness of the marketing communications.
- Recommendation:
  - What would you change to make its digital marketing strategy more effective?

You will present to the class on the assigned date (your presentation date appears in the course outline on the later part of this syllabus). Beginning on the day indicated in the course schedule, one (or two) teams will present on each day. You will have 30-40 minutes for the presentation. Be prepared to lead a short discussion (tip: bring some questions to class). Use of PowerPoint slides is encouraged.

Please upload your PowerPoint slides to Canvas at least one hour before your presentation time. Be sure to include your team name in the file name (e.g., Team 1).

Final Words of Wisdom:
This is your time to educate and entertain. Make your classmates laugh. Make them think. Make them care about a brand they may have never even noticed. The more fun you have, the more memorable and effective your presentation will be. Use your creativity, your humor, your storytelling instincts.

COURSE SCHEDULE

Date	Topics	PB Due	DM Presentation	Certification
WEEK I	**Overview & Targeting**			
6/29 Mon	Ch 1; Intro; TedTalk			
6/30 Tue	Ch 2: Goals and strategies			
7/1 Wed	Ch 3: Targeting			
7/2 Thu	Ch 4: Engagement	Days 1-14		Inbound MKT due
WEEK II	**Strategy & Planning**			
7/6 Mon	Ch 5: Platforms		DM Critique G1	
7/7 Tue	Ch 6: Influencers	Days 15-21	DM Critique G2	
7/8 Wed	Ch 7: Content creation		DM Critique G3	
7/9 Thu	Ch 8: Storytelling	Showcase Day	DM Critique G4	
WEEK III	**4 Zones of Social Media**			
7/13 Mon	Ch 9: Content marketing		DM Critique G5	
7/14 Tue	Ch 10: Virtual communities		DM Critique G6	
7/15 Wed	Ch 11: Mobile marketing	Days 22-30	DM Critique G7	
7/16 Thu	Ch 12: Monitoring		DM Critique G8	2nd Certificate due
WEEK IV	**Data Management**			
7/20 Mon	In-class activity TBA		DM Critique G9	
7/21 Tue	In-class activity TBA		DM Critique G10	
7/22 Wed	In-class activity TBA	Slidedeck		

*This schedule may be revised, if needed. Changes to the schedule will be announced in class.