



North Central State College

MASTER SYLLABUS

2025-2026

A. Academic Division: Engineering Technology, Business & Criminal Justice Division

B. Discipline: Business Administration

C. Course Number and Title: BUSM2310 Digital Marketing Analytics

D. Assistant Dean: Brooke Miller, M.B.A.

E. Credit Hours: 3

F. Prerequisites: BUSM1150 and BUSM2110

G. Last Course/Curriculum Revision Date: Spring 2025 Origin date: 1/25/2021

H. Textbook(s) Title:

Digital Marketing Analytics with Simulation

- Authors: Nathan David
- Publisher: Stukent
- ISBN: 9781736017920

I. Workbook(s) and/or Lab Manual: None

J. Course Description: Digital Marketing Analytics is foundational to digital marketing because it is the language used to optimize and connect results across all digital marketing tactics (search, social media, email, display, video, etc.). This course teaches best practices in carrying out website, organic search, social media, mobile app, email, owned media, paid media and earned media analytics. Students will learn to identify the analytic tool right for their specific needs, to select valid and reliable ways to collect and analyze data, and how to utilize this information for making educated decisions. The Simulation will provide the foundation needed to apply data analytics to real-world situations and challenges that marketers encounter daily.

K. College-Wide Learning Outcomes

College-Wide Learning Outcomes	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Oral	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Explain and illustrate core components and key concepts associated with digital marketing analytics.	Weekly chapter assignments, discussion boards, reflections, and exams/quizzes throughout the semester but primarily assessed on quiz during first half of the term and final exam at end of term.
2. Determine how the scale of collected consumer data and the emergence of consumer privacy protections affect marketing in the digital age.	Weekly chapter assignments, discussion boards, reflections, and exams/quizzes throughout the semester but primarily assessed on quiz during first half of the term and final exam at end of term.
3. Assess a business’s current level of analytics maturity and plan how to enhance that analytics maturity.	Weekly chapter assignments, discussion boards, reflections, and exams/quizzes throughout the semester but primarily assessed on quiz during first half of the term and final exam at end of term.
4. Examine business measurement models and propose how to establish them to enhance digital marketing analytics effectiveness.	Weekly chapter assignments, discussion boards, reflections, and exams/quizzes throughout the semester but primarily assessed on quiz during first half of the term, final exam and simulation at end of term.
5. Formulate and enact data-driven strategies for varied business types and marketing objectives through interpretation and integration of decision-making framework-question, curate, analyze, and optimize.	Weekly chapter assignments, discussion boards, reflections, and exams/quizzes throughout the semester but primarily assessed on quiz during middle of term, final exam and simulation at end of term.
6. Evaluate and choose the appropriate analysis approaches and techniques that best support various business questions.	Weekly chapter assignments, discussion boards, reflections, and exams/quizzes throughout the semester primarily assessed on quiz during middle of the term, and final exam and simulation at end of term.
7. Determine persuasive recommendations for various audiences based on consumer behavior and target markets.	Weekly chapter assignments, discussion boards, reflections, and exams/quizzes throughout the semester but primarily assessed on quiz during middle of term, and final exam and simulation at end of term.
8. Analyze owned, earned, and purchased digital analytics to effectively understand consumer actions and marketing effectiveness.	Weekly chapter assignments, discussion boards, reflections, and exams/quizzes throughout the semester but primarily assessed on exams during end of term and the final exam and simulation at end of term.

M. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93-100	A	4.00	Superior
90-92	A-	3.67	Superior
87-89	B+	3.33	Above Average
83-86	B	3.00	Above Average
80-82	B-	2.67	Above Average
77-79	C+	2.33	Average
73-76	C	2.00	Average
70-72	C-	1.67	Below Average
67-69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

N. College Procedures/Policies:

North Central State College believes that every student is a valued and equal member of the community.* Every student brings different experiences to the College, and all are important in enriching academic life and developing greater understanding and appreciation of one another. Therefore, NC State College creates an inclusive culture in which students feel comfortable sharing their experiences. Discrimination and prejudice have no place on the campus, and the College takes any complaint in this regard seriously. Students encountering aspects of the instruction that result in barriers to their sense of being included and respected should contact the instructor, assistant dean, or dean without fear of reprisal.

* *Inclusive of race, color, religion, gender, gender identity or expression, national origin (ancestry), military status (past, present or future), disability, age (40 years or older), status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent, genetic information, or sexual orientation*

Important information regarding College Procedures and Policies can be found on the syllabus supplement located at <https://ncstatecollege.edu/documents/President/PoliciesProcedures/PolicyManual/Final%20PDFs/14-081b.pdf>



North Central State College
SYLLABUS ADDENDUM

Academic Division: Engineering Technology, Business & Criminal Justice Division **Discipline:** Business

Course Coordinator: _____

Course Number: BUSM2310 **Course Title:** Digital Marketing Analytics

Semester / Session: Spring 2026 / Session B **Start / End Date:** 3/16/2026 thru 5/8/2026

Instructor Information

Name: Paula Waldruff **Credentials:** Associate, Business Administration, B.S, Business Management, MBA

Phone Number: 419-566-3038 **E-Mail Address:** pwaldruff@ncstatecollege.edu

Office Location: Adjunct **Office Hours:** Adjunct

I. Topical Timeline / Course Calendar (Subject to Change):

Weeks	Topics	Assignment	Due Date
1	Digital Marketing Analytics and The Digital Consumer	Student Intro Discussion, Data Literacy and Persona Creation Assignments, Chapter 1 & 2 quizzes, Week 1 Reflection	3/22
2	The Digital Company and The Measurement Model	Marketing Technology Stack, Consumer Lifetime Value and Netflix CLV Assignments, 1 & 2, Chapter 3 & 4 Quizzes	3/29
3	Data Driven Decision and Analyzing	Debate on the Value of Different Data Source Categories, Decision Making Framework and Working in Excel Assignments, Chapter 5 & 6 Quizzes.	4/5
4	Optimizing and Websites	Stinternship Rounds 1 & 2, Chapter 7 & 8 Quizzes, Reflection and Data Studio Dashboard Creation and Google Analytics Google Merchandise Store Assignments	4/12
5	Organic Growth and Social Media	Organic Search and Facebook Insights Assignments, Stinternship Rounds 3 & 4, Chapter 9 & 10 Quizzes	4/19
6	Mobile Apps and Email	Google Analytics Flood It! And Mailchimp Outrageous Fun Game Assignments, Stinternship Rounds 5 & 6, Chapter 11 & 12 Quizzes	4/26
7	Paid Media and Earned Media	Google Ads Merchandise Store and Social Searcher Netflix Assignments, Stinternship Rounds 7 & 8, and Chapter 13 & 14 Quizzes	5/3
8	Final Project	Chapter 15 Quiz, Final Exam and Reflection	5/8

II. Grading and Testing Guidelines:

Final Grade Calculation

Activity	Qty	Points	Percentage
Various Chapter Assignments	15	225	37%
Discussions	2	20	3%
Reflections	2	20	3%

Course Number: _____
Semester / Session: _____

Course Title: _____
Start / End Date: _____

Stinternship Rounds	10	100	17%
Chapter Quizzes	14	140	23%
Final Exam	1	100	17%

Grading scale is the college grading scale:
NUMERIC GRADE POINTS DEFINITION

93–100 A 4.00 Superior
90–92 A- 3.67 Superior
87–89 B+ 3.33 Above Average
83–86 B 3.00 Above Average
80–82 B- 2.67 Above Average
77–79 C+ 2.33 Average
73–76 C 2.00 Average
70–72 C- 1.67 Below Average
67–69 D+ 1.33 Below Average
63–66 D 1.00 Below Average
60–62 D- 0.67 Poor
00–59 F 0.00 Failure

III. Examination Policy:

1. The reasons for which a student will be excused from taking an examination include:
 - a. Hospitalization (with documented verification)
 - b. Death in the immediate family (with documented verification)
 - c. Personal illness or illness in immediate family - (doctor's excuse required).
2. A student who misses an examination for any reason is responsible for contacting the professor to:
 - a. Discuss if there is an opportunity it make it up.
 - b. Discuss if there is a penalty of any kind based on the circumstances

IV. Class Attendance and Homework Make-Up Policy:

Class attendance is recorded by completion of weekly assignments and activities. Logging into Canvas and accessing the course is not counted as attendance.

- Except for the final project, all assignments are allowed to be submitted late; there is a 10% late point deduction for each day late with a maximum deduction of 20%.
- Contact the instructor in advance if you are unable to meet a deadline to determine if an alternate schedule can be considered.

Excused absences include:

- a. Hospitalization
- b. Death in the family
- c. Personal illness or illness in immediate family
- d. Military leave
- e. Travel for employment

V. Classroom Expectations:

All students are expected to demonstrate professional behavior and use language appropriate for the learning experience, both written and orally.

- For online classes, students are required to have access to an internet connection and a laptop or desktop computer. The college provides free computer labs - <https://ncstatecollege.edu/student-services/computer-labs/> and loaner laptops - <https://ncstatecollege.edu/advocacy-and-resources/> - select Technology Resources