

Instructor: Rose Ferro

Email: Rose.Ferro@Bristolcc.edu | **Telephone:** (774) 357-2027 (email preferred)

Course Website: www.rferro.com

Office Hours (Additional meetings available upon request. Please don't hesitate to stop by.)

Tuesdays 1PM – 2PM (K218 – Fall River Campus)

Thursdays 12:30PM – 1:30PM (Online)

Course Description: Digital Experience Management combines traditional web content management and customer experience management. Students will explore software options that manage relationships with customers including interacting with websites and social media, chat, email, phone and other options. Topics include web analytics, content personalization, digital asset management and marketing automation. Three lectures hours per week. Instructional Support Fee applies. 3 credits Spring

Course Objectives: This course is designed to introduce the student to the importance of effectively managing customer relationships as it pertains to their digital experience. Upon completion of this course, students will be able to:

- Understand the basic principles of digital experience management as it applies to the needs of business.
- Work with and exhibit these principles in a computerized environment.
- Implement these principles through the use of applicable technology.

Student Learning Outcomes: Students who successfully complete Digital Experience Management will be able to:

1. Apply digital experience management software at a level appropriate to basic application in the business setting.
2. Communicate effectively to convey technical information to the groups they support and to understand their needs.
3. Assess software options that manage relationships with customers including interacting with websites and social media, chat, email, phone and other options.
4. Demonstrate the ability to employ web analytics, content personalization, digital asset management and marketing automation.

Teaching Methodology: This section is taught online and will incorporate a combination of online notes and hands-on assignments with additional supplemental material available on the course website. To help students prepare for the real world, they will be required to engage in independent learning and troubleshooting by seeking a variety of solutions on their own.

Course Material/Requirements: This course does not have a required course book. Therefore, required readings, tutorials, etc. will be incorporated into weekly lessons. Some weeks may require additional, individual research to help add variety to the sources of information as well as provide additional opportunities to learn related skills.

It is highly recommended that students purchase a flash drive for this course as well as have access to high speed internet (i.e. DSL, cable). Students are responsible for keeping a backup of all of their files until they receive a final grade for this course. If necessary, they may be requested to submit/resubmit an assignment for proof of completion.

Attendance Policy: Suggested/required readings and/or research should be completed prior to attempting to develop any homework assignments as it allows students to have a better understanding of the topic(s) at hand and most likely will enhance the effectiveness of each product produced by the student. Given that this course will be taught online, student will be expected to use alternative methods as a means of meeting the attendance guidelines. Students must communicate with the instructor at least once a week. Communication includes email as well as online/virtual (or in person) office hours/help sessions.

Student Commitment: For each course credit hour, you should plan to put in 2 to 3 hours toward your studies for that course on a weekly basis. That means that if you are enrolled in a 3 credit course, such as this, you should be spending (2x3 or 3x3 = 6 to 9 hours per week dedicated to this course). You need to recognize that commitment and include it in your planning.

Withdrawal Policy: Students are responsible for withdrawing officially if they stop attending any or all classes. Faculty no longer have the ability to withdraw a student from a class. A grade of “F” will be assigned to any student who stops attending a course but does not officially withdraw. Students are encouraged to meet with their instructor and/or an advisor before making any changes to their schedule. Withdrawals effect Satisfactory Academic Progress and can place the student at risk for academic probation or dismissal. Students who use financial aid and who subsequently withdraw may be required to return some or all funds received. Withdrawals are accepted until the tenth week of classes (reference the Academic Calendar for the specific withdrawal deadline). Students may withdraw online in accessBCC, in person at any Enrollment Center, or via their college email to enrollmentservices@bristolcc.edu. *Email requests must come from the student’s Bristol college email address and must include the student’s name, Bristol student ID number, and course information (CRN, course and section number).* **Email from non-college accounts will not be accepted.** If a student officially withdraws after the third week of classes, there will be no tuition or college fee refunds. For more information, see the College Catalog at: <http://bristolcc.smartcatalogiq.com/en/2017-2018/Catalog/Academic-Information/Withdrawal-Policy-and-Procedure>. Students with questions should contact Enrollment Services via any of the methods mentioned above or at 774-357-2590.

Homework/Grading Policy: All assignments will be posted to the course website. Suggested/required readings and/or research should be completed prior to attempting to develop any homework assignments as it allows students to have a better understanding of the topic(s) at hand and most likely will enhance the effectiveness of each product produced by the student.

All assignments are due and must be emailed to the instructor before midnight of the date specified for each individual assignment unless notes otherwise. Assignments must meet all required criteria in order to be eligible to obtain full credit. Late assignments will be deducted 10% for the first day, 20% the second day, 30% the third day, and anything over four days will be deducted 40%.

Students are expected to follow the submission instructions posted to the course website. Any questions should be emailed using the following format: all assignments must include your full name, course, and a brief description of the assignment (assignment reference). For example (email subject): **Sarah Smith CIT170 Data Analytics Question**. Anyone requesting help or has a question to ask must include the keyword "Question" or "Help" in your email subject (as noted in the provided example). Any email containing no subject will be deleted immediately.

Academic Honesty: All assignments must be completed individually and must abide by the college’s Honesty/Integrity policy. No assignments will be accepted if any component of the source of the submission is identified as belonging to someone other than the student submitting it for credit. Should this occur, the student will receive a zero for their assignment grade if not a failing grade for the entire course.

Semester Grades*:

15% Weekly Communication – You are expected to participate in all discussions.

15% Final Exam / Project

70% Homework Assignments, Projects and Quizzes - Late assignments will be deducted five points each day it is late.

*There may be opportunities for extra credit, if requested.

Evaluation: Assignments and programs are graded using either number grades or letter grades based on the following A=(90-100), B=(80-89), C=(70-79), D=(60-69), F=(below 60). The students’ grade for the course will use the same scale and will be based on the percentages indicated above. Plus and minus grades will be given and based on the grading system provided by the college. *If any projects are assigned as part of your required course work, you must successfully complete them along with all of your major tests/quizzes in order to be eligible to pass this course.* Failure to do so may result in a failing course grade.

Course Outline: Below are the anticipated topics to be covered in this course. The topics, order in which they are presented, and due dates may change with the aim to accommodate the needs of the students as the semester progresses. Additional assignments and/or topics may be included throughout the semester to enhance the learning process. Reading requirements, assignments, quizzes, etc. will be posted to the course website. In order to be successful in this course, students are expected to check the website frequently and complete/submit all assignments on time.

In addition to the assignments identified below, there is the possibility of additional homework which will be posted and made available within the course website.

	Topics	Related Assignments/Resources
Week 1	Intro to Digital Experience Management	Supplemental material to be provided
Week 2	Exploring Branding and Business Identity	Supplemental material to be provided
Week 3	Digital Marketing	Supplemental material to be provided
Week 4	Marketing Automation	
Weeks 5 - 7	Exploring Social Media and Traditional Customer Touchpoints	Supplemental material to be provided
Week 8 & 9	Understanding Web Analytics and KPIs	Supplemental material to be provided
Week 10	Content Personalization for a Customized Experience	Supplemental material to be provided
Week 11 & 12	Digital Asset Management	Supplemental material to be provided
Week 13 & 14	Managing Customer Relationships	Supplemental material to be provided
Week 15	Final Project / Final Exam	Supplemental material to be provided

Additional Assistance: Students are welcome to attend office hours to obtain clarification for any of the material covered in the course. If a student requires additional assistance mastering the coursework, they are encouraged to contact the Tutoring and Academic Support Center (TASC). See below for contact details.

Fall River Campus

777 Elsbree Street
B110
508.678.2811, ext. 2295

New Bedford

800 Purchase Street
NH118
508.678.2811, ext. 4013

Attleboro Center

11 Field Road
Room 207 (Cafeteria)
508.678.2811, ext. 3543

Accommodations: If you are a student who would normally seek accommodations in a traditional, face to face classroom, please speak to me and the Office of Disability Services as soon as possible. You may contact the Office of Disability Services to arrange for appropriate accommodations by calling 508-6782811-Fall River, ext. 2955; Attleboro, ext. 2996; New Bedford, ext. 4011) or by stopping by L109. You may also contact the Office of Disability Services online at <http://www.bristolcc.edu/students/disabilityservices/>

College Policies: All college students are expected to make themselves aware of the college policies and abide by them. As of January 2010, the following policies have been put into effect. Students should check the Bristol website at www.Bristolcc.edu to learn more. In addition, students are expected to act civilly and respectfully in all aspects of their communication whether it be to the instructor, other students, clients, etc. Students that are deemed to be in breach of any policy will be held accountable and may be brought to the attention of the Division Dean and/or College Administration.

- Academic Integrity Policy
- Academic Negligence Policy
- Academic Dishonesty Policy
- Developmental Courses Policy