

MKT597: Digital Marketing & Marketing Plan Project

Semester: Fall 2026

Instructor: Dr. Ruiliang Yan

Client: Winnsboro Art Center

Course Description

This experiential learning course provides students with an opportunity to apply digital marketing knowledge to a real-world community organization. The student will work with the Winnsboro Art Center to develop a practical digital marketing/marketing plan.

Course Objectives

By the end of the course, students will be able to:

- Apply marketing and digital marketing concepts to a real organization.
- Conduct basic market, customer, and competitor research.
- Evaluate an organization's current digital marketing activities.
- Identify target audiences and marketing opportunities.
- Develop practical digital marketing strategies and recommendations.
- Communicate professionally with clients.
- Develop a professional marketing plan based on research and client feedback.

Major Project Requirements

1. Client Visit

Visit the Winnsboro Art Center **at least once** to learn about the facility, environment, programs, customers, and marketing needs.

2. Client Interviews

Talk with key people at the organization to understand their:

- Goals and expectations
- Marketing needs
- Target audiences
- Current challenges
- Suggestions and requests

3. Marketing Research

Conduct appropriate research, including:

- Current marketing and digital marketing activities
- Website and social media presence
- Target customers/audiences
- Competitors or comparable organizations
- Relevant marketing opportunities

4. Faculty Meetings

Meet with Dr. Yan **once or twice each month**, either virtually or in person, to:

- Report project progress
- Discuss challenges
- Receive guidance and resources
- Review recommendations

5. Mid-Semester Progress Report

Around the middle of the semester, prepare a draft/progress report and share it with the Winnsboro Art Center.

The student will obtain and consider **client feedback before completing the final plan.**

6. Final Marketing Plan

The final report should include:

1. Organization Overview
2. Situation/Marketing Analysis
3. Target Audience
4. Marketing Objectives
5. Digital Marketing Strategy
6. Recommended Marketing Activities
7. Implementation Plan
8. Performance Measures/KPIs
9. Conclusion

Suggested Timeline

Time	Activities
Weeks 1–3	Client visit and interviews
Weeks 4–6	Marketing and digital research

Weeks 7–8 Analysis and preliminary recommendations

Week 9 **Mid-Semester Progress Report & Client Feedback**

Weeks 10–13 Develop and refine marketing strategy

Weeks 14–15 Complete final marketing plan

Final Week **Final Presentation & Report**

Grading

Component	Weight
Client Visit & Interviews	15%
Marketing Research & Analysis	20%
Progress Report	15%
Client Engagement & Feedback	10%
Final Marketing Plan	30%
Final Presentation	10%
Total	100%

Professional Expectations

Students are expected to:

- Communicate professionally with the client.
- Attend scheduled meetings.
- Complete assignments on time.
- Respect the client's needs and confidentiality.
- Incorporate appropriate client and faculty feedback.
- Take responsibility for managing the project throughout the semester.

Final Goal

The goal of this project is to develop a **practical, research-based digital marketing/marketing plan that provides meaningful value to the Winnsboro Art Center** while giving the student real-world marketing experience.