

We're Better Together

Stuart Draper
Founder, CEO
– Stukent

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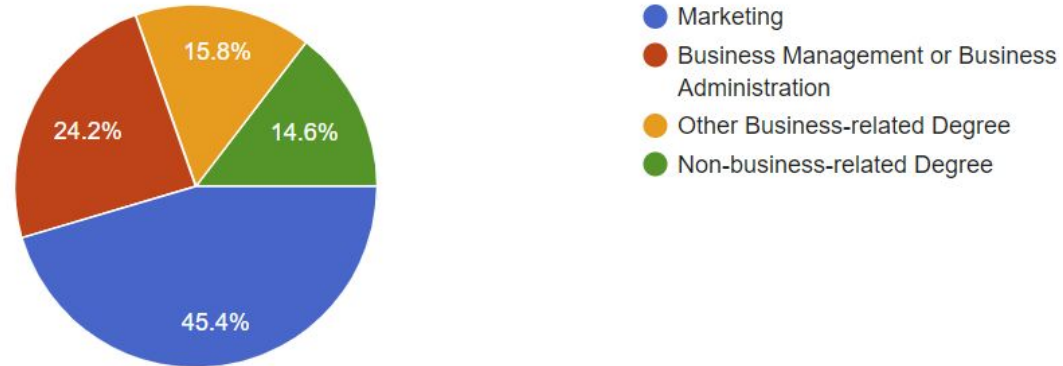
PhD's
Adjuncts
Research Assistants
Administrators
Students
Alumni
Industry Pros
~~Publishers~~ Courseware Providers

We Surveyed 1200 Student Alumni from 673 Schools...



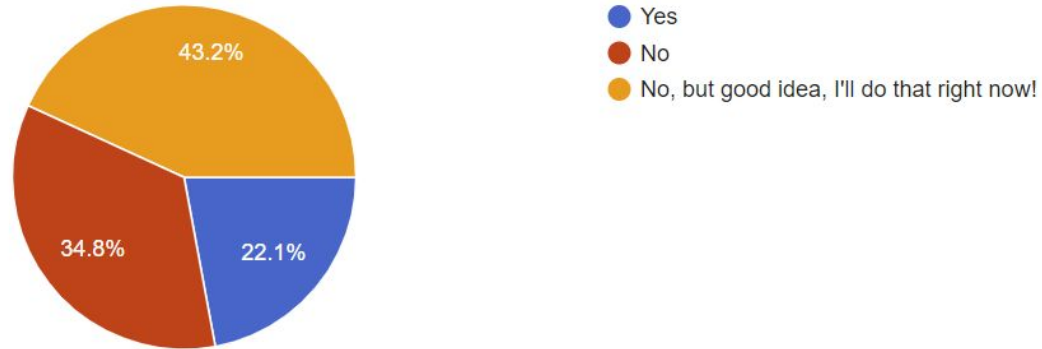
What degree did you earn? If you have not graduated, what degree are you earning?

1,200 responses



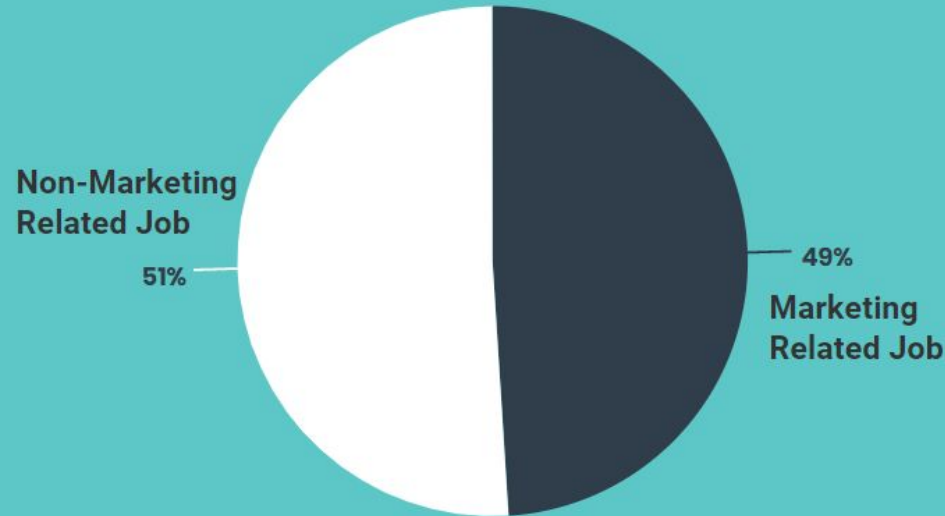
Did you include your experience using Stukent courseware on your resume or LinkedIn profile?

1,200 responses



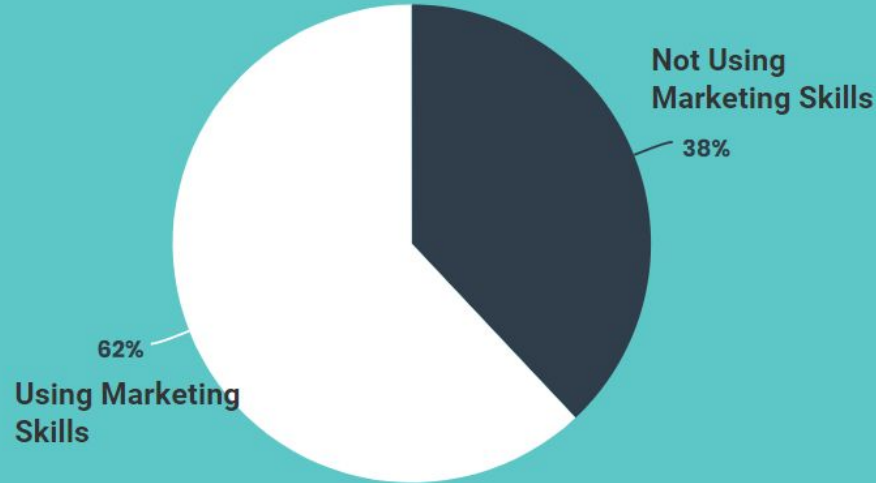
How Many Students Had A Marketing Job?

Responses included students who indicated they graduated in or before June 2019.



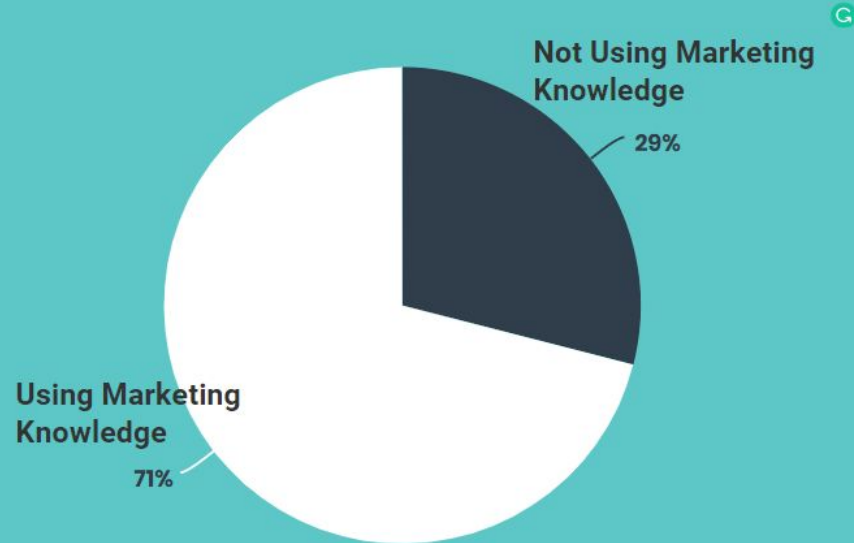
How Many Students Had A Job That Required Marketing Skills?

Responses included students who indicated they graduated in or before June 2019.



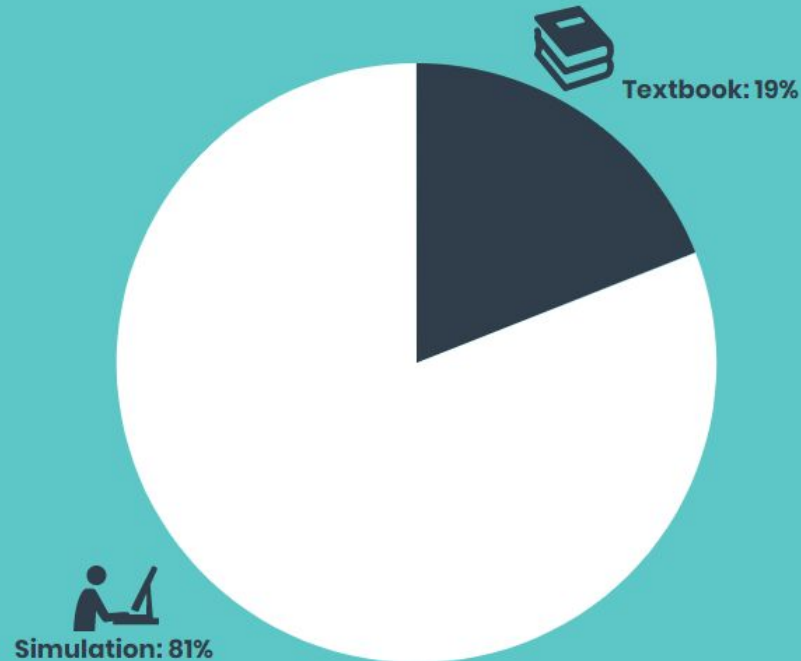
How Many Students Had A Job That Required Marketing Knowledge?

Responses included students who indicated they graduated in or before June 2019.



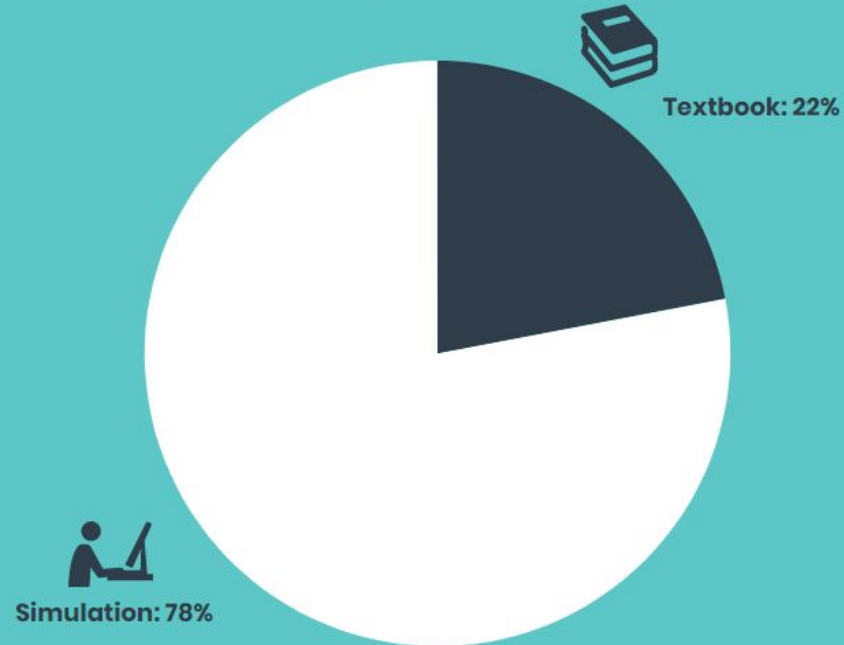
Which one did students prefer?

Results shown are from students who graduated in or before June 2019 and have a digital marketing job.
Students surveyed were from 237 Universities. 

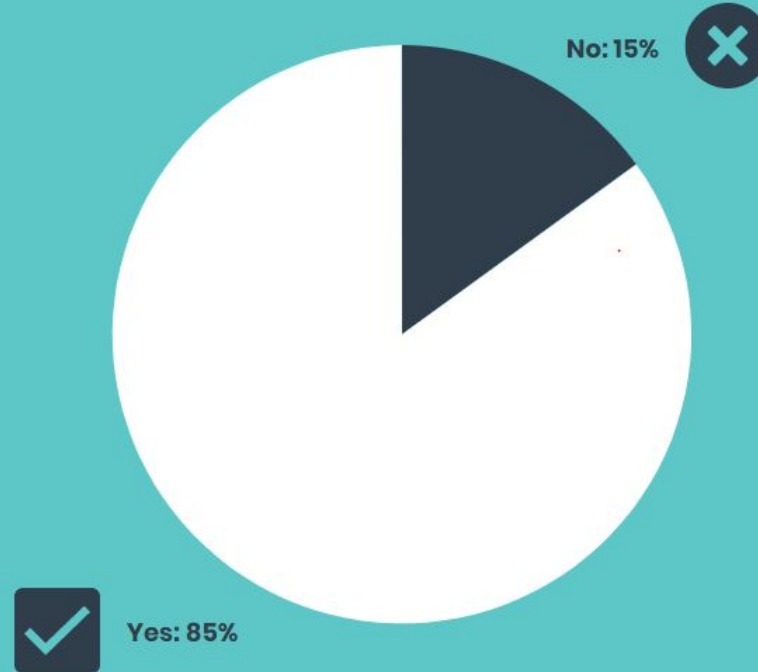


Which One Helped Students Learn The Most?


Results shown are from students who graduated in or before June 2019 and have a digital marketing job. Students surveyed were from 474 Universities.

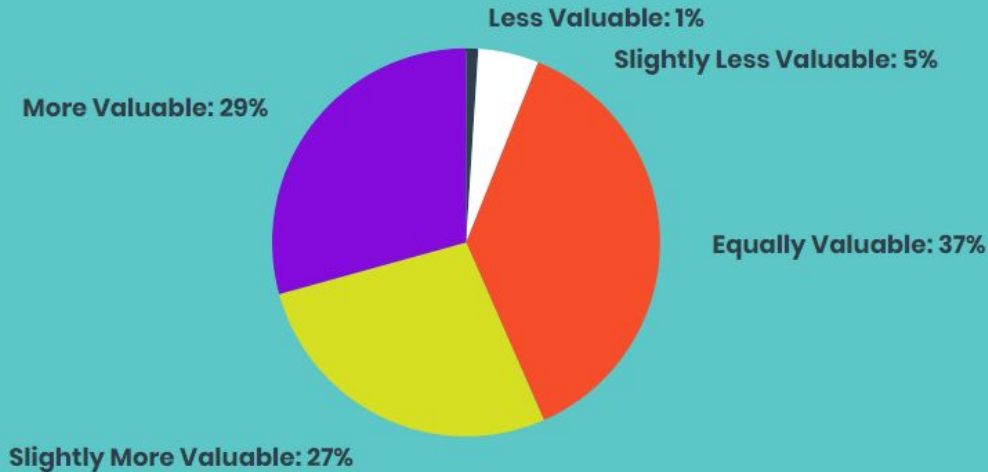


Student Responses To: Would You Recommend Using A Simulation?



Student Sentiment About The ROI of Stukent Courseware

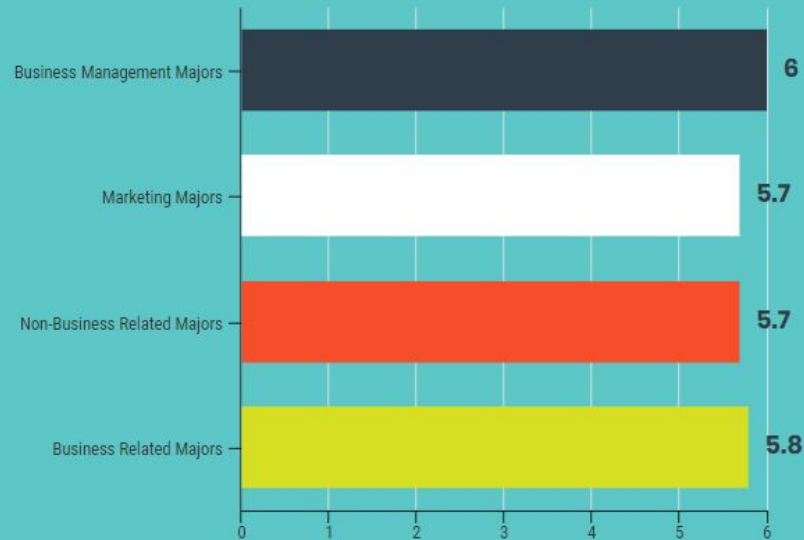
Responses included students who indicated they graduated in or before June 2019 and have a marketing job. 



How Students Compare Student Materials to Others

Responses included students who indicated they graduated in or before June 2019 and have a marketing job.

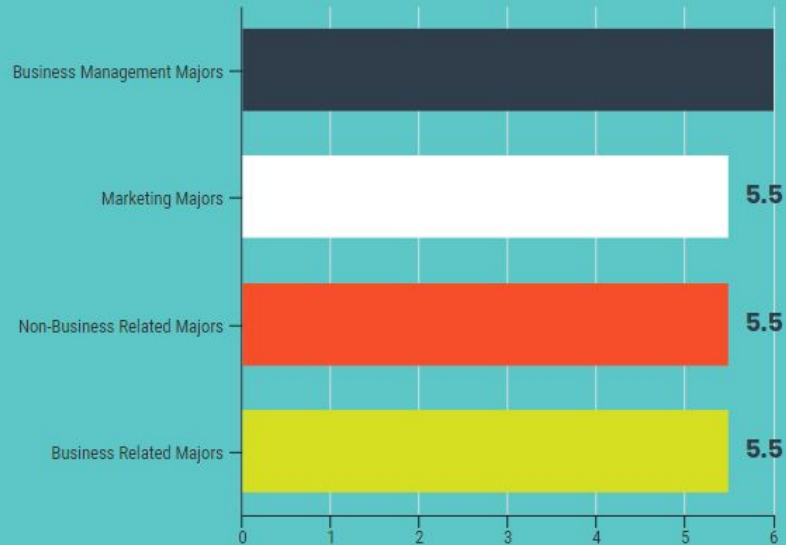
Responses are on a scale of 1 (very unfavorably) to 7 (very favorably).



How Strongly Do Students Recommend A Student Course?

Responses included students who indicated they graduated in or before June 2019 and have a marketing job.

Responses are on a scale of 1 (strongly not recommend) to 7 (strongly recommend).



Want more of this data?

Watch for this and a ton of additional insights on Stukent.com/blog coming soon!

Is there anything you wish you had learned while in your marketing classes that you did not learn until you were on the job?

Web Design

Make sure if you love marketing and digital marketing you need to minor or take coursework in graphic design if you plan to build websites!

How to use photoshop

Web design

Web Design through Wordpress

More photoshop and creative

How to create own website and manage it.

HTML and web design. It's helpful to understand even if it isn't part of your job function

Jobs

Everything I do for work now I learned it on my first job.

Not off the top of my head. I do use a lot of what I studied in classes in my job now though

How to find jobs in a pandemic

How to implement social campaigns amongst other teams, managing creatives, etc. the logistics stuff.

How to explain things to the customer/company

Did not end up working in the marketing field

I tried to get hired but unfortunately I didn't get a job opportunity to utilize the skills I learned.

I wish there was more taught on how to use popular marketing softwares.

I don't have a job

I wish I would have had access to manage social media platforms to find it easier on the job.

Actual jobs that exist in marketing and what those jobs entail.

Tools and More hands-on

The hands on use of digital marketing. I was able to apply learnings in a capstone course where we leveraged digital marketing tools with a non profit organization. I found that extremely beneficial.

How to use certain online software that often are utilized in the marketing field.

More hands on and actual experience like this

Probably a little more on the different KPI's which are popular in the industry right now and a little more in-depth knowledge of influencer marketing

Programmatic Advertising knowledge & skills like DSP, SSP, Ad Exchange

I would just like more hands on experience in general. For example: more student programs to use.

Setting up Facebook ads, setting up Google ads, strategies for email marketing

Better Excel management

Need more application based information

How to use CRM software

More Digital & Social Media Marketing

Pay per click marketing/advertising

How to use social media platforms like LinkedIn more efficiently to network and find good resources

More about paid ads

More reporting skills

More digital marketing in general

More creative ways to market without using money.

More marketing on social media

How sales work from proper marketing techniques.

Facebook ads

Ways to spend money when running ads

More focus on social media marketing rather than just websites and PPC

More about email marketing and social media content planning platforms

Google and Facebook ad campaigns

Real world metrics that give impact (TDP, ROI)

More PPC and SEO.

The value of SEO

Analytics

How to monitor analytics and understand how to read

The analytics of digital marketing

Google Analytics and Facebook Ads Manager

Yes, I wish I learned about the Google Analytics platform in my classes because a lot of digital marketing companies require it and it's a good tool because there's a lot of different ways to interact with the data. It's definitely learnable on your own but I just think it would give a lot of students a greater advantage.

Google analytics

More about how to use google analytics and google ads, and all other google programs

Stukent & Simulation

More discussion around the simulation especially once you had a few bad weeks performance wise and need help With decisions for getting back on track.

How to use Google Ads platform. The Mimic training was the BEST materials of my entire college experience. I've supplemented that with the Google Ads certification courses offered by Google, but it would have been so helpful to have these two merge so I'm able to play around with a campaign (like in mimic) but am able to get used to the Google Ads platform.

More hands-on activity like what Stukent tools provided

I would like to use other Stukent Products

More social media simulation

Special Thanks



FACEBOOK Blueprint

Advisory Board

Have a nominee?

Sam Hirbod - HubSpot

Alisa Agozzino - PRSSA

Deepak Aujla - Google

Karen Freberg - University of Louisville

Bryant Hoopes - 33 Sticks

Leo Morejon - Applegate

stukent.com/expert-sessions/

stukent High School Higher Ed Resources Schedule a Demo Support Login

Expert Sessions Library

Video lectures from industry experts.

You could pay over **\$1,500 + travel fees** to hear industry experts speak at conferences across the world, or you could watch a Stukent Expert Session and get instant access to the same content for **FREE!**

Expert Sessions are a valuable resource for instructors and students alike. You can share them in your classroom, use them as assignments, and more!

Expert Sessions Konya Weber, Northwest Nazarene Univers... Watch later Share

Search

Filters

Textbooks

Advertising: Selling in Today's World Business Writing

Consumer Behavior Digital Marketing Essentials

Essentials of Social Media Marketing Marketing Analytics

Media Planning Essentials Mobile Marketing Essentials

Mod Marketing Modern Marketing Principles

Social Media Marketing Visual Focus

Visual Media Marketing

Topics

Affiliate Marketing Analytics Branding

Digital Marketing in a Pandemic

Alex Oliveira describes what companies should do during a pandemic to acquire new customers while also keeping current customers happy. He covers what you can do with your customer journey, your website, your clients, your leads, and your social media to keep your business top of mind during times of skepticism.

Landing Pages: How to Generate Sales and Leads

In this Expert Session, Alex Oliveira from Prediq, describes how to optimize a landing page to generate sales AND leads. He also covers the four steps for creating a great landing page and shares examples of companies that have used landing pages to capture leads in their marketing funnel.

Introduction to SQL for Marketers

In this session, Shubham encourages learning SQL (Structured Query Language). He talks of SQL's importance for greatly improved marketing work and shares his take on big data and on SQL's connection to marketing in the future.

The screenshot displays the Edify Preview web application. The interface includes a dark sidebar on the left with navigation links: Home, Books, and Help. Below these, a list of books is shown, with 'Modern Marketing Principles' selected. A secondary menu on the left lists document types: Title Page, Table of Contents, Course Introduction, Sample Syllabus, and Video Case Study Introduction. The main content area features a search bar at the top, a pink header with the book title, and a large white box containing the title page. The title page has the text 'MODERN MARKETING PRINCIPLES' in large bold letters, followed by 'WILSON | RACKLEY'. At the bottom of the title page is a graphic of a target with an arrow hitting the bullseye, surrounded by various business icons like a dollar sign, lightbulb, and globe. The Stukent logo is visible in the bottom left corner of the page.

EDIFY Preview

Welcome!

Home Books Help

Modern Marketing Principles & Video Case Studies
MMP: Fall 2019
Wilson & Rackley

Modern Marketing Principles

Title Page
Table of Contents
Course Introduction
Sample Syllabus
Video Case Study Introduc...

Chapter 1: Introduction to Marketing
Video Case Study: Honeylu's Coffee
Chapter 2: Marketing Research
Chapter 3: Segmentation and Target Marke...
Video Case Study: Auntie Anne's Part 1

MODERN MARKETING PRINCIPLES & VIDEO CASE STUDIES

Modern Marketing Principles

MODERN MARKETING PRINCIPLES

WILSON | RACKLEY

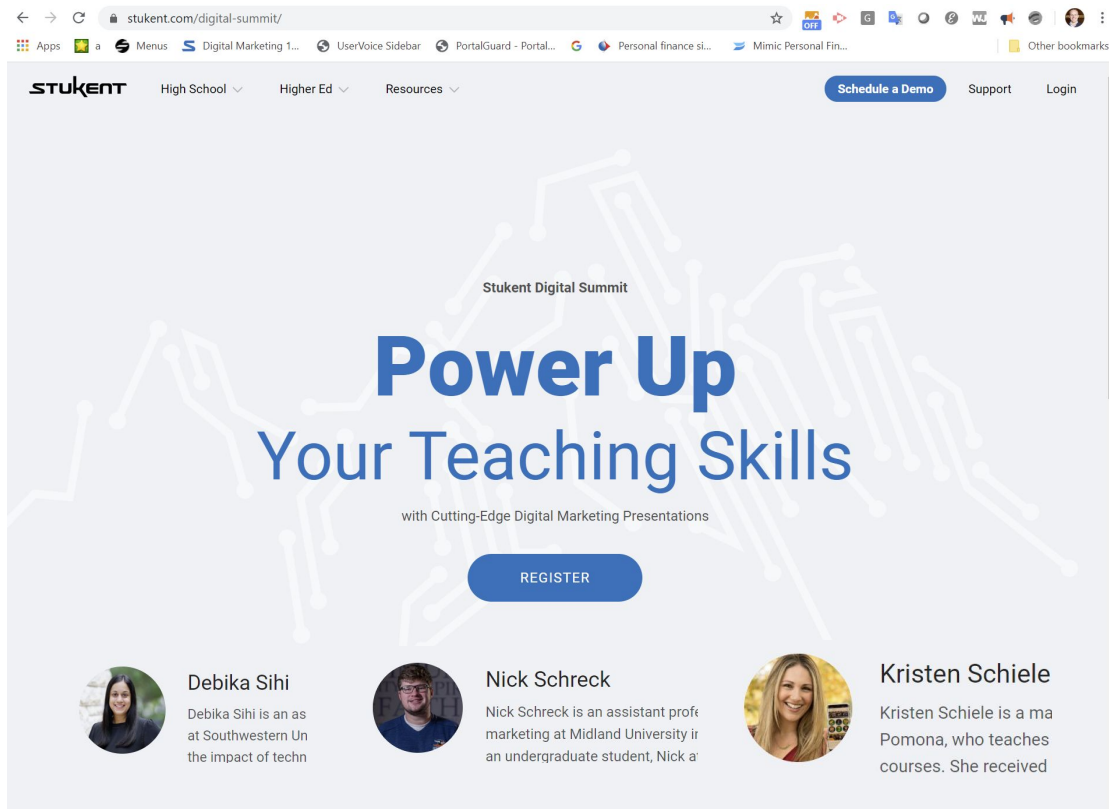
STUKENT

<https://edify.stukent.com/app/publication/c927acf-ab69-4656-b412-4d9cc9b506b9/cf58a4-29cf-4d49-af65-ad89a19ebf...>

Stukent Digital Summits

stukent.com/digital-summit

Stuart Draper
linkedin.com/in/draperstu



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Apps Menus Digital Marketing 1... UserVoice Sidebar PortalGuard - Portal... Personal finance si... Mimic Personal Fin... Other bookmarks

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Power Up Your Teaching Skills

With Cutting-Edge Digital Marketing Presentations

REGISTER

 **Debika Sihi**
Debika Sihi is an as
at Southwestern Un
the impact of techn

 **Nick Schreck**
Nick Schreck is an assistant prof
marketing at Midland University ir
an undergraduate student, Nick a

 **Kristen Schiele**
Kristen Schiele is a ma
Pomona, who teaches
courses. She received



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JUNE 15-17, 2020

LAS VEGAS


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PROFCON


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2020




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Idaho Falls, Idaho · 46+ alumni · 1,941 followers

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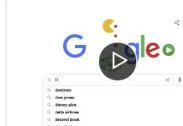
Jobs

Alumni

Videos

Ads

Recently posted videos




1 WEEK until #ProfCon20! This FREE virtual conference features a stellar speaker lineup, opportunities to network, hands-on training with Stukent simulations, and so much more! Check it out → <https://hubs.ly/H0rdTKh0>

+ More videos


People highlights

9 alumni working in Business Development

 +5

Camille, Rebecca Butler -, Vlad, Elina & 5 others

26 alumni graduated in 2019


 +22

Krisztina, Colleen, Camille, Augustin & 22 others

+2 more highlights


Community hashtags

Trending posts in #stukent




Profcon20 - Stukent
stukent.com · 1 m...

Trending posts in #profcon20




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Learn More

Create Live Event Offer Job

Create Post


 Write a post...

 COVID-19 Up...  Photo/Video  Get Messages ...

 **2 Drafts**
Last draft created Friday, June 21, 2019 at 1:08 PM. See drafts.

Set up Frequently Asked Questions

If your business is affected by COVID-19, give people up-to-date info by setting up suggested questions with automated responses.


 **Set Up Frequently Asked Questions**
Suggest questions people can ask your Page. Then set up automated responses to those questions.

4.8 out of 5 - Based on the opinion of 111 people

EXPERT SESSION: AJ Wilcox

B2B ADVERTISING ESSENTIALS:


LINKEDIN ADS SPOTLIGHT





Our Story

Stukent is a digital courseware provider serving business and marketing professors all around the gl...

+ Finish your story to tell people more about your business.

 **Very responsive** to messages
100% response rate, 15 mins response time

 2,542 followers

 107 were here 0 this week
Dennis Yu and 4 others

Stukent Professor Community

Stuart
Home
Create

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Discussion
Units
Announcements
Rooms
Members
Events
Videos
Photos
Files
Watch Party
Search this group
Shortcuts
Draper FAM
Extreme Makeover B...
Stukent
Entrepreneurs of Id...
Collective University
Eastview Neighborh...
Man Stuff Southern...
Stuart Draper
Expert Outsourcing Sec...
Stukent Professor Com...
Malibu & Axis Boat ...
Executive Networkin...
See more

John Stirstick
June 9 at 8:33 AM · Digital Marketing

My college is a very experiential institution and I will be teaching Digital Marketing and looking at using the DM Essentials and Mimic Pro. I've looked at the sample plans and was planning to have students build websites to get Shopify badges as part of the class. My question is how much content or work outside of the Stukent resources do you include so as not to bury the students with work.

Evan Pogue
7 Comments
Like
Comment

View 3 more comments

Kathy Fredrickson This semester in lieu of quizzes I incorporated applied activities after the students completed the digital advertising, email and social media chapters. My students complete 8 rounds of Mimic. They are offered the opportunity to present a recap of the... See More

Like · Reply · 2d · Edited

Lisa Madison Kuhlman Kathy Fredrickson This is what I did as well; however the students worked in teams for the small business projects. Also, I told them if they achieved 10 certifications (HootSuite, SEMRush, Google, Hubspot), they didn't have to take the final. Worked like a charm.

Like · Reply · 2d

Kathy Fredrickson In the online environment, I offered the choice of completing the final project on their own or with a partner. I like the 10 certifications idea! Great way for students to build up their portfolios. 😊

Like · Reply · 2d

Write a reply...

Nick Schreck I used the DME book + quizzes and Mimic Pro. The simulation and quizzes gear them up for a project with a real organization.

Additionally, I have them earn the Digital Marketing certification from Google (Digital Garage) as part of the course along w... See More

Like · Reply · 2d

Write a comment...

INVITE MEMBERS
+ Enter name or email address...
INVITE FRIENDS
Ask your friends to join the group and add to the discussion.
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Larry Draper
Rod-Amy Jones
Mike Norris
Linda R. Jones
Tyler N Sara Draper
Mike Infanger
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Blog

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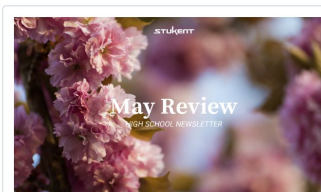
Instructors

Students

Stukent News



Tuesday, June 2, 2020

Professor of the Month: Dr. Denny McCorkle

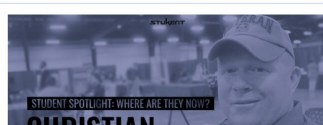
Thursday, May 28, 2020

May Review

Tuesday, May 26, 2020

June 2020 News You Can Use

Wednesday, May 20, 2020

Teacher of the Month: Gerri Kimble

Stukent Vision





Products



stukent
PRODUCT
LAUNCH
TIMELINE



New in 2020

...in case you missed it...

Mimic Analytics Simulation

Business Analytics eTextbook

By Brennan Davis

Advertising eTextbook

By Brian Sheehan & Edward Russell



MIMIC Analytics

Results Progress

Round 1 - Basic Data Transformation

BUDGET
\$10,000BALANCE
\$10,000

Topics / Modules

☐ Introduction☐ Scenario☒ Objectives☐ Landing Page☐ Sales☐ Search Ad Campaign☐ Analytics Report

Run Simulation

Objectives

You've been given access to three Buhi files, containing multiple sets of data:

- Web data
- Sales data
- Search ad campaign data

You can access these datasets and explore their contents by downloading the attached zip file containing the corresponding CSV files. Open the CSV files in Microsoft Excel or Google Sheets.

Your first task is to **clean** the data by finding and removing outliers, impossible values, and incorrect values.

*If you need help using formulas, watch the Excel tutorial videos in the Guides.

Let's Review the Process

To clean the data properly, you must find and remove:

Each dataset will require different data-cleaning transformations. You'll come across different types of data in the web file

Back

Continue

STUKENT

MIMIC Analytics

Results Progress

Round 6 - A/B Testing Landing Page 1

BUDGET
\$10,000BALANCE
\$10,000

Topics / Modules

- ☐ Scenario
- ☐ Objectives
- ☒ A/B Test Trials
- ☐ Your Final Selection

Run Simulation

Edit [🔗](#) each panel of your landing page by mousing over them and clicking. After you complete each task on the page you can run your tests.

Test A

Test B

Product image settings [🔗](#)

Back

Continue

Run Trial

STUKENT

MIMIC Analytics

Results Progress

Round 4 — Advanced Data Integration

BUDGET
\$10,000BALANCE
\$10,000

Topics / Modules

☐ Scenario☐ Objectives☐ Decisions☐ Analytics Report☒ Budget Allocation

Run Simulation

☐ Budget AllocationREMAINING
\$3,500.00

Personas

Amount

Back-to-School
Mindy

3000

Up-and-Comer Raj



500

Seaside Sally



1500

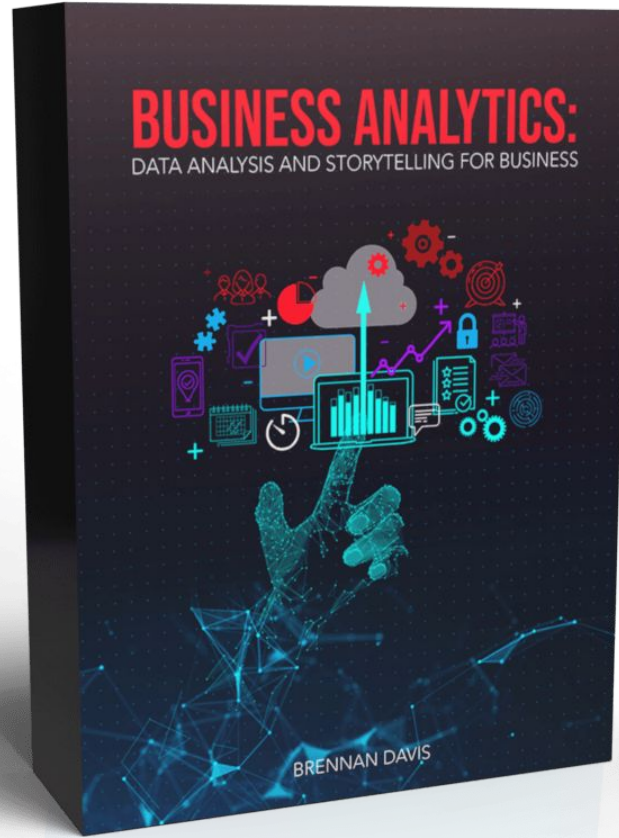
Energetic Jill



1500

Back

Run Simulation



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Chapter 3 – Unstructured Data and NoSQL

Chapter 4 – Structured Data and SQL

Chapter 5 – Data Mining with Cluster Analysis

Chapter 6 – A/B Testing Essential Business Factors

Chapter 7 – Machine Learning and Deep Learning

Chapter 8 – Cloud Services

Chapter 9 – Web Analytics

Chapter 10 – Analytics for the Internet of Things

Chapter 11 – Storytelling through Visualization

Chapter 12 – Metrics

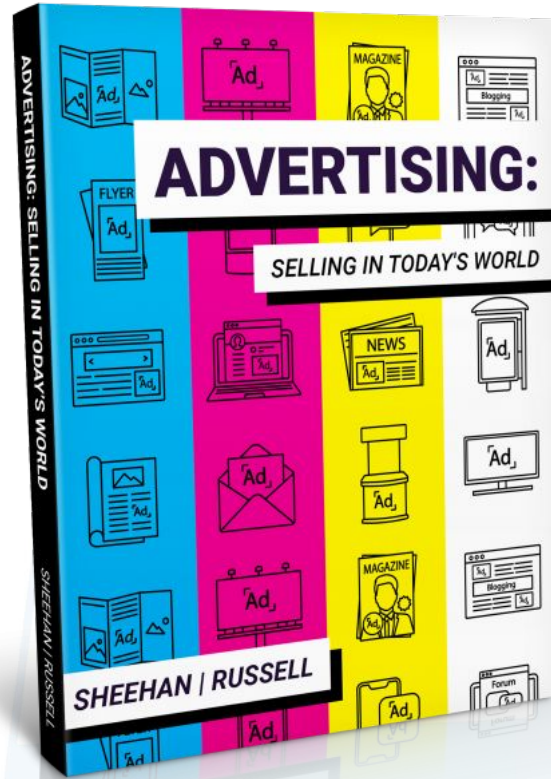
Chapter 13 – Predictive Analytics

Chapter 14 – Optimization

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- 3 – ADVERTISING AS A MARKETING TOOL
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- 5 – HOW COMMUNICATIONS WORK

Unit 2 – The Advertising Process

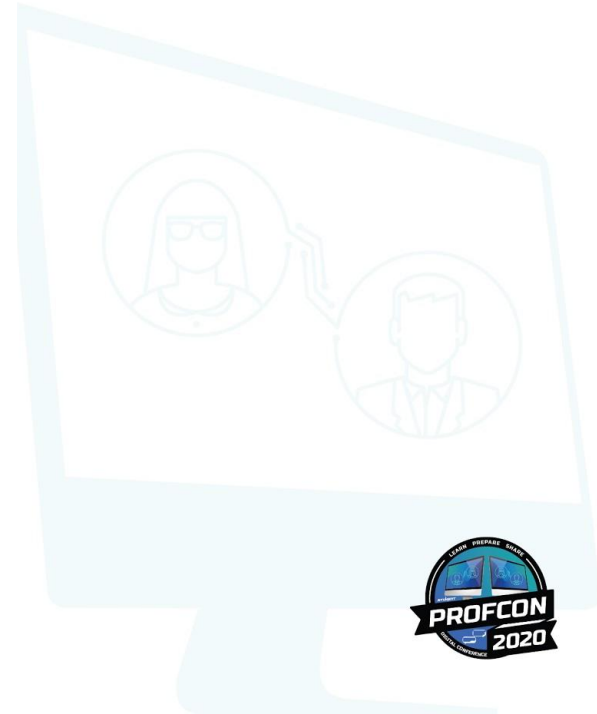
- 6 – THE ADVERTISING DEVELOPMENT PROCESS
- 7 – THE PROBLEM, PLANNING, AND RESEARCH
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- 12 – EVALUATING EFFECTIVENESS
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- 15 – BEST ADVERTISING CREATORS IN THE WORLD

Unit 4 – Conclusion

- 16 – WHAT'S NEXT?



Next Books

Coming soon to a course
near you...

Digital Marketing Analytics eTextbook

Nathan David, Cleveland State University

PR Textbook

Alisa Agozzino, Ohio University

Jamie Ward, Eastern Michigan University

SEO Textbook

Scott Cowley, Western Michigan University

Steve Wiideman, Cal State Fullerton

Marketing Management Textbook



Next Sims

Mimic App is allowing us
to build more sims, faster.

Mimic - Marketing Principles

Mimic - Digital Marketing Analytics

Mimic - Market Research

Mimic - Consumer Behavior

Mimic - Public Relations

Mimic - SEO

Mimic - Advertising

Mimic - Professional Sales (CRM & Negotiations)

Create With Us



Have ideas for other books or simulations?

Pitch your ideas to us!

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Simulation Creation Bootcamp

Tomorrow at Noon MDT

Testimonials



Stuart Draper
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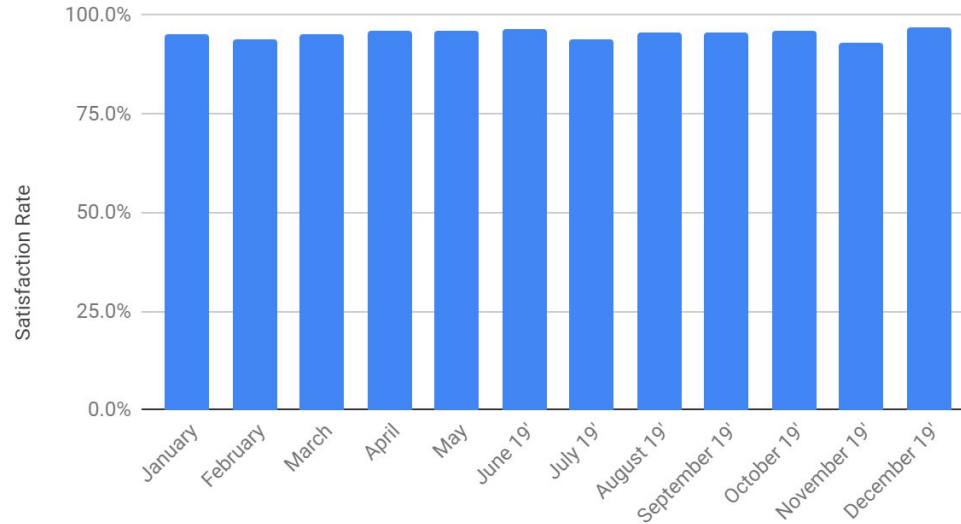
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How to Get the Most Out of ProfCon



VELI - VED

Cotonou, Benin, Africa



Click the link in the chat to watch this video.

HURRY BACK!

I'll start back up in 3:30 seconds.

We pledge to fund the building of a new building for VELI-VED in 2020.

Interested in helping?

- Tell your students and share that video
- Donations
- Content Creation
- Travel & Teach

Email stuart@stukent.com

Thanks for going on this mission with us!

We're going to keep helping
educators help students help
the world!



If your professor called you today and asked you for feedback on how to improve their course in digital marketing, what would your feedback be?

Subjects to Teach

Focus more on marketing on a budget

None. He was very helpful during the class and the simulation.

Use real-life, on the job, examples.

Show us how to start building a digital marketing dept or how to set up a business page and start actual digital marketing on it. I've worked for several small businesses that haven't had a path for digital marketing even set and they want to start.

To use the simulation more

To do more exercises on cases from different industries and be more dynamic and less theoretical

I think this a great resource to use!

Areas of Focus

Keep doing more certifications and Hands on activities that we can apply to finding a job after college

Walk us through the process step by step of using specific software and programs including Facebook ad manager, Google ads, Hootsuite, Mailchimp, etc.

Adding more social media because this is a huge part of our society now

I like the simulation system and the competitions we had against other students to test our marketing skills.

Be more detailed on the technical capabilities

Focus more on the metrics rather than the creative content itself.

That using the simulation should be required to do in class

It was helpful in setting up that foundation of understanding

Real-life and Hands-on

Teach them how to run social media ads and business-like things such as what are OKRs and KPIs, and Public Relations as well.

Great course just would like more time for group discussion in simulation. It was a virtual class so that was more challenging.

I'd like to learn more about the finance side of marketing

Be more well versed in emerging digital marketing tools such as Facebook ads. I ran my own e-commerce store in college and asked my professor for some insight on my ads and they had no input or value to provide me with. Honestly I'm not quite sure they even knew how to read the data in Facebook ad manager

Multi-channel campaign planning

More hands-on experience and learning in addition to the theory behind the skills.

Focus more on using google analytics and ads. Include hootsuite fundamentals

Add more about SEO

Simulation Feedback

More simulations

It was a great informative course. I think there could be more information on what you're doing wrong in the simulations when you're not ranking as well as other people.

Hands on learning is essential. A tool like Stukent allows for experience to be gained in a simulation prior to business dollars being put on the line.

Spend more time discussing how to budget costs for digital advertising.

They're on the right track!

Go more in depth with paid ads and how they work, also go more in depth with social media planning platforms such as hootsuite and hubspot.

My only feedback would be to discuss Google Ads more in course materials. Yes, PPC is available through other platforms and search engines, but Google Ads will be used by any digital marketer so it would have been more helpful to have a greater emphasis on that platform specifically while in school.

Stukent & Simulation

More in depth teachings on SEO and SEM

Hands on customer experiences / experiential learning / case competitions

I would be saying its a great way to increase your skills regarding marketing and keep doing this for other students.

Get rid of the digital textbook and find a better one that is kindle or e-reader compatible, actually maintained, has correct grammar and spelling, the answers on the quizzes actually match the statements in the text, and where customer service is actually willing to help with problems.

Spend more time on the various popular platforms and how to best market on them, and their demographics.

I thought the class was great. it would be nice to know how to work with other people in a field where everyone has a different level of/set of knowledge.

It's a great resource just a little pricey on top of all the other course works we have to buy

Do more simulations

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How to create meaningful email campaigns!

I would ask to include more practice on content writing with SEO.

I would tell him to make the class more engaging. He talked a lot but I felt like it was hard for a lot of the students in my class to pay attention. I remember falling asleep a couple times.

My course focused on SEM which is the career I am currently in. I would recommend also focusing on paid social.

Simulations is the way to go.

nothing to improve, solid curriculum

Allow student to make mock examples and give individual feedback on how they can improve.

The simulation in the class was very helpful to understand about digital marketing.

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Provide more practice hours to run simulations.

Regular

Have more time about real world situations. Such as where to invest the most time and resources on marketing.

Nothing. It went perfectly

Give students more hands on experience with marketing software (CRM services, Google Ads and Analytics, Moz or SEMrush, etc.)

Keep it as is

I would recommend to use the simulation as part of the course material and do a project for a real company. We did not use the simulation part when I took the social media course. I had no idea how to use the social media manager platforms I had to use as part of the social media team at work. That hindered my ability to lead projects and took more of my time for me to learn and get started.

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Make sure students have a foundation in understanding the internet and HTML, whether they end up doing design as a part of their digital functions its helpful to understand when discussing tactics with others

Nothing it's was taught well

Talk about other digital marketing jobs other than paid search and social media

Focus more on application of skills outside the classroom as well

More real-life examples

More practical knowledge is necessary. We only learnt the information but never got the opportunity to apply it.

Apply more emphasis and understanding surrounding the payment portion of the simulation. How to schedule the ads and the costs per month/week/day would allocate. This would provide more insight when having to apply it in real life. Also consider a quicker run through prior to launching the simulation so students have a higher understanding of what they are doing and how to properly compete and be successful.

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More simulation work (hands on experience), less textbook reading.

Rather than having students just read Stukent material have them do activities based on each lesson.

Have more lessons like the ones offered by Stukent since that was the most realistic and practical

Mkt strategies change daily and goes with what's the latest trend. You have to research and see what others are doing and always be open to trying new things

Do some courses directly focused on the fundamentals of various digital marketing tools. Such as Google Ads, Google Analytics, etc. They can maybe go through Google Academy and even get their students certified if marketing majors. And I would also say to be very vigilant in what the current trends are, as digital marketing changes more often than other professions.

More opportunities practice paid digital marketing

Keep doing what you're doing

Stukent & Simulation

great experience

The simulation helps you see what drives engagement, but not necessarily why

More practice exercises.

To get more practice with creating digital marketing campaigns

Use more hands on in the class. I've found this key in digital, and job recruiters in the digital field want you to have experience w platforms like AdWords, GA, etc.

Just stay up to date each semester. The world of digital marketing changes almost every week.

think my classes are very useful, I wouldn't improve anything , because there wouldn't be time for it

More content marketing classes/integrated

Stukent & Simulation

To have more organized and cohesive class streamline the process through the textbook and simulation

Looking at ways to incorporate trends in digital marketing strategy. More email marketing practice on the various platforms. Provide more real world experience.

I would suggest there is a unit on how to use digital marketing skills in non-traditional jobs. As a system engineer, I am tasked with earning the technical win with my customers. But I think it would be beneficial for me to be directly connected, in a systematic way, with our digital marketing team. Rather than treat this as a siloed function, explore ways to integrate these skills to other roles, and to help the entire workforce better understand how this skill can help the company.

Sometimes surveying/interviewing customers from points other than the marketing team can yield different results and perspectives that may be guarded if customers believe they are being marketed to. Think of it a mental muscle confusion - don't get comfortable, but stretch and grow.

Practice more hands on simulation to get you more used to the environment and what you might be faced with.

I would say to utilize more trendy practices and to better react to consumer changes

More info on the actual agency vs in-house structure would have been helpful and practical