



MARK 4355.060: Digital Marketing

Professor: Dr. Zhi (Kacie) Pei

Office Location: COB 350.48

Office Hours: by appointment

Email: ZPei@uttyler.edu (the best way to contact me)

Preferred Form of Communication: Email. It is the responsibility of the student to regularly check the announcements and Patriot e-mail accounts.

Response time: Email subject should begin with "MARK 4355.060". Email with the right format can expect response within 24 hours.

COURSE INFORMATION

MARK 4355: Digital Marketing

Jan 10 -Apr 30 2022, 3 Credit Hours

Online delivery

Required Materials –

TEXTBOOK: Digital Marketing Essentials

Authors: Jeff Larson and Stuart Draper

ISBN: 978-0-692-22688-9

Publisher: Stukent

In order to access the book, you will first need to register for my Stukent course. You can do that by going to this link here:

<https://home.stukent.com/join/CEE-44B>

Once registered, you will be able to log in from home.stukent.com at any time to access the e-text. You have the option to buy the book directly in your Stukent account, or redeeming an access code you may have purchased from the bookstore to gain paid access. I recommend you purchase from within your Stukent account, as the bookstore may mark up the price of the book. If you have any general questions about the textbook, you can contact Stukent Support. Their hours and contact information are located here- <https://www.stukent.com/contact-us/>

Course Description

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The internet is a dynamic marketplace if there ever was one. This class will give you a theoretical understanding of the internet marketplace that is necessary to adapt to its many changes, while also equipping you with the skills you'll need to perform vital daily functions. The topics covered will include online advertising, search engine optimization, interactive marketing, e-commerce, social influence, mobile marketing, social media monitoring, brand positioning, crowd funding, two-sided online platforms, and integrating social media with traditional media. By the end of the course, you will be able to walk into any company with an online presence and improve its digital marketing performance.

Student Learning Outcomes

1. Have in-depth knowledge of key digital marketing concepts.
2. Understand how and why firms utilize digital marketing for multiple goals within a larger marketing strategy
3. Explore the latest digital technologies.
4. Learn the history of the digital marketing and understand the importance of keeping up with the industry given the dynamic and rapidly changing digital landscape

COURSE REQUIREMENTS

Grading

Total Points Possible for Semester = 800 pts

90% - 100%= A
80% - 89.9% = B
70% - 79.9%= C
60% - 69.9%= D
0 – 60% = F

Weights for Assessment		
Canvas Self-introduction	10 pts	10 pts
Mandatory Zoom meeting	30 pts	30 pts
Quizzes	20 pts x 13	260 pts
Write-up assignments	50 pts x 3	150 pts
Cases	100 pts x2	200 pts
Discussions		150 pts
Total:		800 pts
BOBUS: Digital Marketing Certification 30 pts		

Canvas Self-introduction

Please post your self-introduction by Sunday Jan 16 11:59pm. The self-introduction may include but not limited to, your name, where you are from, your academic plans and goals, hobbies and personal interests, and don't forget to attach a picture of yourself. I look forward to knowing each of you!

Mandatory Zoom Meeting-

Zoom provides an effective communication platform for online classes. To ensure the quality of learning, this class will be using a combination of Zoom syllabus talk + Zoom Q/A sessions, please see below:

- **Zoom syllabus talk:** I will be holding our 1st Zoom meeting for syllabus talk on Tuesday Jan 11 9-10am.
- **Zoom Q/A:** in addition to Zoom syllabus talk, I will host several Zoom Q/A meetings. The purpose of it is to address your questions/concerns. These are come and go sessions, just like virtual office hour. You don't need to feel any obligation to attend. However, you are always very welcome to stop by if there is any question, or just come to say hi!
 - ✓ Week 2 meeting: Tuesday 01/18 (noon-12:30pm) Q/A
 - ✓ Week 6 meeting: Tuesday 02/15 (noon-12:30pm) Q/A
 - ✓ Week 10 meeting: Tuesday 03/22 (noon-12:30pm) Q/A

Zoom Meeting ID and passcode are provided below. They are good for all the Zooms during the whole semester. Please watch the Zoom schedules and put them on your calendar.

Meeting ID: 712 548 0120

Passcode: welcome

Attendance for the 1st meeting is mandatory because it's very important for you to understand the course structure, learning objectives and outcome expectations at the beginning of the semester. The meeting is set at noon to meet the majority's schedule. However, you can be excused with doctor's note for personal healthcare need or your boss' note for work conflict. Please let me know ahead if you cannot attend.

Quizzes-

13 quizzes total. Each quiz is open for a whole week (7 days) for your convenience, but you only have ONE ATTEMP to finish. The time limit for each quiz is 30 minutes. It's being said, you need to finish it within 30 minutes after you start it. Quizzes are closed book and individual. That means using your book or notes, or working with another student is considered cheating and grounds for an F in the course. No make-up quiz is allowed unless you are excused before the deadline.

Write-up assignments (Expert Sessions write-ups)-

You will watch 3 Expert Sessions throughout the semester. You'll watch these sessions on the days marked in green on the schedule. You will listen to the lecture on stuent.com and do a one-page write-up. In this write-up, you will teach someone everything you learned from this lecture. This is not a simple summary or regurgitation of information. Rather, you must organize the information and explain it in a way that helps someone else learn the material. You can use bullet points, diagrams, prose, or any other format that helps teach the material effectively.

- Write-up I: SEO (Chapter 4). Deadline: 2/13
- Write-up II: Social Media (Chapter 9). Deadline: 3/27
- Write-up III: Profit (Chapter 9). Deadline: 4/17

Discussions-

Discussion instructions and rubric will be posted on Canvas.

- Discussion 1: Off-site SEO (40 points) Deadline: 2/20
- Discussion 2: Social Media Plan (60 points) Deadline: 4/3
- Discussion 3: What you have learns (50 points) Deadline: 4/24

Cases-

You will be working on 2 cases. The case materials and instructions will be posted on Canvas cases folder.

- Case 1- “Lead Generation Campaign” submission deadline: 3/20
- Case 2- “Landing Page Optimization” submission deadline: 4/24



Stukent Digital Marketing Certification is an excellent way to help you build your resume and show your skills and expertise. The certification is **FREE** included with the Digital Marketing Essentials course. Digital Marketing certification is in-demand and continues to grow, earn your certification today for free!

Digital Marketing Certification

The Stukent Digital Marketing Certification will show that you are fully capable and skilled in applying digital marketing techniques. You will be tested on best practices for managing digital marketing campaigns, conducting keyword research, making data-driven decisions relative to revenues and profits, and making report-based strategy adjustments.

Certification Details

- 80 questions
- 2-hour time limit
- You must score 80% or higher to be certified

I encourage everyone to take the test and earn the certification. However, given the difficult level of the test, I put this task as ****optional****. If you can score 80% or higher and earn your certification, you will be receiving a bonus of 30 points on your gradebook. **You must complete and pass the exam by 04/27 11:59pm in order to receive the bonus.**

Course Tentative Schedule

Week/Date	Topic	Quiz Due (the end of the week)	Assignments Due
1 (1/10-16)	Mandatory Zoom meeting Resister for textbook (Student)		1/16 Self-introduction
2 (1/17-23)	Digital Marketing Foundation	Chapter 1	
3 (1/24-30)	Web Design	Chapter 2	
4 (1/31-2/6)	Analytics	Chapter 3	
5 (2/7-13)	On-Site SEO Expert Session: Search Engine Optimization (Duane Forrester)	Chapter 4	2/13 (Write-up I)
6 (2/14-20)	Off-Site SEO	Chapter 5	2/20 Discussion I
7 (2/21-27)	Paid Search	Chapter 6	
8 (2/28-3/6)	Display Advertising	Chapter 7	
3/7-13 *****Spring Break *****			
9 (3/14-20)	Email Marketing	Chapter 8	3/20 Case 1
10 (3/21-27)	Social Media I Expert Session: Social Media Planning (Adelyn Biedenbach) & How to grow your brand with influencer Marketing (Dave Schneider)	Chapter 9	3/27 (Write-up II)
11 (3/28-4/3)	Social Media II	Chapter 10	4/3 Discussion 2
12 (4/4-10)	Online Reputation Management	Chapter 11	
13 (4/11-17)	Mobile Marketing Expert Session: SEO, Social Media & Content Marketing for Profit (Scott Cowley)	Chapter 12	4/17 (Write-up III)
14 (4/18-24)	Digital Marketing Strategy	Chapter 13	4/24 Case 2; 4/24 Discussion 3
15 (4/25-30)	Digital Marketing Certification exam (optional)		4/27 (optional: certification exam)

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

All works/exams must be completed on time. Late works will not be acceptable.

Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www2.uttyler.edu/wellness/rightsresponsibilities.php>

Tobacco Free Campus

UT Tyler is a Tobacco-Free University:

- All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors.
- Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.
- There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit <http://catalogs.uttyler.edu/en/UTTyler/HOP/Series-400-Business-Affairs/4-4-2-Tobacco-Free-Campus>
- If you would like to add more than the above information, or have any questions, feel free to contact Casey Heys by email at cheys@uttyler.edu or at extension 7391.

Campus Concealed Carry

In accordance with Senate Bill 11, The University of Texas System Board of Regents has mandated that The University of Texas at Tyler's Concealed Handguns on Campus Policy will go into effect August 01, 2016. All information associated with this policy can be found in the Handbook of Operating Procedures (HOP). Please note the following:

“We respect the right and privacy of students who are duly licensed to carry concealed weapon in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed.”

More information is available at: <http://www.uttyler.edu/about/campus-carry/index.php>

Academic Integrity

Academic integrity is of the utmost importance. Academic dishonesty will result in the receipt of an F for a final grade in this course. The assessments included in this course are designed to measure your grasp of the information which is examined throughout the course. Please refer to <http://www.uttyler.edu/catalog/10-12/1491.htm> to review the Academic Standards of Conduct.

Academic Dishonesty

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one's own work of material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Copyright Infringement

Unauthorized distribution of copyrighted material may subject students to civil and criminal penalties under the Federal Copyright law, (See, <http://www.copyright.gov/title17/circ92.pdf>) Material subject to federal law includes, but is not limited to, printed materials, choreographic works, pantomimes, pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work. It also includes computer software, computer programs, musical works, sound recordings, and videos and other audiovisual work. It is also a violation of federal copyright law for any of the above to be electronically distributed through peer to peer sharing, Students found in violation of the Federal Copyright law may also be subject to student disciplinary proceedings as described above.

For more information on what constitutes copyright infringement and penalties see The UT System's copyright information website at <http://www.uttyler.edu/ohr/hop/documents/2.3.2IntellectualProperty.pdf>

Makeup Exams:

Makeup exams will be given for documented excuses only, which are subject to the instructor's approval. Any request for a change resulting in an alternate time for an exam will need to be pre-approved prior to the exam in question. Make-up exams could be in an essay format and are considerably more difficult than the actual exam. The essay exam will be due at a time determined by the instructor and communicated to the student with the exam. Whenever possible every effort should be made to take the exam as scheduled.

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census. Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability Accommodation

Any student who feels their performance in this class may be impacted by a disability, in accordance with federal law, must provide documentation of his/her disability. It is university policy to evaluate the need for an accommodation on a case by case basis.

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria apply to you, but have questions or concerns please contact the

SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu.

Student Absence due to Religious Observance

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

SOCIAL SECURITY AND FERPA STATEMENT

It is the policy of the University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student's activity, will be advised by the instructor to seek that information from the student.

Emergency Exits and Evacuation

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

COLLEGE OF BUSINESS STATEMENT OF ETHICS

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.

- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

TECHNICAL INFORMATION

Technical Support If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu

When you email IT Support, be sure to include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

Plug-ins and Helper Applications

UT Tyler online courses use Java, JavaScript, browser plug-ins, helper application and cookies. It is essential that you have these elements installed and enabled in your web browser for optimal viewing of the content and functions of your online course.

- **Adobe Reader** allows you to view, save, and print Portable Document Format (PDF) files. <http://get.adobe.com/reader/>
- **Java Runtime Environment (JRE)** allows you to use interactive tools on the web. <http://www.java.com/en/download/>
- **Adobe Flash Player** allows you to view content created with Flash such as interactive web applications and animations. <http://get.adobe.com/flashplayer/>
- **QuickTime** allows users to play back audio and video files. <http://www.apple.com/quicktime/download/>
- **Windows Media Player** allows you to view, listen and download streaming video and audio <http://windows.microsoft.com/en-US/windows/products/windows-media-player>

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Rubric for MARK 4355 Case/Project

Criteria	1 (<70%)	2 (70%-85%)	3 (85%-100%)
Comprehensiveness	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.	Most elements are covered thoroughly; some are mentioned briefly	All elements are covered thoroughly and are well elaborated
Research	Meets the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Exceeds expectations for quantity and quality of sources.
Incorporates marketing terms and concepts	Rarely or never enlightens with demonstrations of course concepts; Just “answers the question” without tying the answer back to marketing theory.	Applies course concepts and terminology correctly, where appropriate.	Applies marketing concepts with a balance of description and analysis; Examples are original and correctly applied.
Writing style	Many grammatical or spelling errors in the paper. Distinct differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.	Generally well-written and edited so that the document “speaks with one voice”; few errors in spelling or grammar. Most research sources are cited correctly.	Extremely well-written and edited. Team projects are written in one voice. Uses APA or MLA style correctly. Grammar and spelling are correct. All research sources are cited correctly.