

Online Course Syllabus

Course Information

Course Number/Section MKT 4330 or ENTP 4335 Online
Course Title DIGITAL AND INTERNET MARKETING
Term Summer (May 24-August 8)

Professor Contact Information

Professor Alexander Edsel
Office Phone 972-883-4421
Email Address alexander.edsel@utdallas.edu
Office Location JSOM 13.316
Online Office Hours By appointment

About the instructor

Prof. Edsel has taught marketing courses over the past 13 years. He has a JD and an MBA and has over 20 years of work experience in the areas of product management, lead generation and digital marketing with an emphasis on search, email and eCommerce in both B to B and B to C in the chemical, computer, and healthcare industries.

Course Modality and Expectations

Instructional Mode	Online 100%, no meeting times. Prerecorded lectures
Course Platform	Delivered via Blackboard Collaborate
Expectations	Please make sure you read the syllabus and watch the modules and take the quizzes before the deadline for each module

Course Pre-requisites, Co-requisites, and/or Other Restrictions

Principles of Marketing MKT-3300

Course Description

This course provides an introduction to digital marketing. The course covers major digital platforms such as mobile, social media, and search (paid and organic). Students will learn how to create a paid search advertising campaign using Google Ads-there is NO cost involved, and students should NEVER enter their credit card when creating an Google Ads account.

Student Learning Objectives/Outcomes

The objective of this course is to expose you to digital marketing, mainly for lead generation and retention activities in both business to business and business to consumer environments. By the end of this course, students will have had the opportunity to:

1. Define and appraise the key components of a digital marketing strategy (e.g., social media or overall digital strategy)
2. Learn how to create and assess using best practices a digital campaign (e.g., search engine optimization or Google Ads)
3. Discriminate between some of the best practices and platforms in social media, mobile marketing, and web analytics

Module #: 1

1. Know the difference between Primary and Secondary Research
2. Know what a digital strategy consists of
3. Understand the difference between strategy and tactics
4. Know what the best payback sequence in digital marketing is
5. Understand types of websites: CMS vs. eCommerce
6. Define the Google Zero Moment of Truth
7. Know the Basics of website platforms and components such as domain names, SSLs

Module #: 2

1. Know the Best Practices of web design and usability- 3 factors
2. Know the 13 best practices in usability
3. What is User testing
4. Know what lead magnets are
5. Are sliders on web pages good for conversions
6. Know what personalized & dynamic content email is
7. Know what the best practices in email design & metrics are

Module #: 3

1. Understand what SEO is – paid vs. organic
2. Know what appears on a SERP
3. Know why SEO is important but also why its getting harder
4. Understand conceptually how the SEO periodic table of contents works
5. Know 4 steps to set up SEO analysis
6. Know the key drivers in SEO
7. Understand Black hat SEO and Google's penalties
8. Know what Structured Data is used for
9. Know how to optimize for voice and image search

Module #: 4

1. Know CAC and LTV to CAC ratio; know three PPC formulas
2. PPC Strategy-4 steps
3. Know what Audiences are
4. Differences between brand and direct digital

5. Understand the AIDA funnel
6. Know the differences between Search vs. Display
7. How to Plan and set up an Google Ads Campaign
8. Know the ideal Campaign structure, best practices
9. Understand the different keyword Strategies and match types
10. Learn best practices in writing PPC ads
11. Landing page best practices

Module #: 5

1. Apply Usability best Practices
2. Know how to create an Google Ads campaign and extensions
3. Know how to set up Ad groups
4. Know how to look for keywords, including negative keywords
5. Write ads using PPC best practices
6. Know how to apply SEO techniques using tools

Module #: 6

1. Understand the pros and cons of social media and special place of Ratings
2. Know that social media is better for top of the funnel
3. Identify the organic challenges social media faces
4. 4 Pillars of a social media strategy
5. Best practices of social media: target market, platforms and time spent, benchmarking, content decisions and metrics
6. Understand 4 key metrics: awareness, engagement, amplification, and conversion
7. Difference between Facebook and Instagram and key features

Module #: 7

1. Understand new technologies and how they can impact marketing (e.g., AR, VR, IoT, AI)
2. Learn consumer behavior traits and trends in mobile marketing
3. Know the basics and use of QR codes, SMS and Push and Mobile ads
4. Know the different types of Mobile Apps and differences between them
5. Understand key drivers and payment platforms in mobile

Module #:8

1. Understand the definition of Big Data and web analytics
2. Know the meaning and use of KPI's.
3. Understand the Trinity approach to web analytics
4. Know what it is and different types of attribution
5. Understand web cookies and limitations-e.g., mobile
6. Know what events, segments, real-time, audiences, and bounce rate in Google analytics

7. How to conduct an experiment and testing best practices

Required Textbooks and Materials

Lecture Notes and additional readings distributed in class or via elearning.

You need to have a computer, and you must be able to complete the assignment on Google Ads.

- eMarketing The essential Guide to Digital Marketing, 6th edition, by Rob Stokes, Sarah Blake, Quirk Education: [Download from this website](#)/download see link for free pdf on right hand side.

Subscribe to:

- [Seach Engineland](#)
- [Social Media Examiner](#)

Textbooks and some other bookstore materials can be ordered online or purchased at the [UT Dallas Bookstore](#).

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the [Getting Started with eLearning](#) webpage.

Course Access and Navigation

This course can be accessed using your UT Dallas NetID account on the [eLearning](#) website.

Please see the course access and navigation section of the [Getting Started with eLearning](#) webpage for more information.

To become familiar with the eLearning tool, please see the [Student eLearning Tutorials](#) webpage.

UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The [eLearning Support Center](#) includes a toll-free telephone number for immediate assistance (1-866-588-3192), email request service, and online chat service.

Communication

This course utilizes online tools for interaction and communication. Some external communication tools, such as regular email and a web conferencing tool, may also be used during the semester. For more details, please visit the [Student eLearning Tutorials](#) webpage for video demonstrations on eLearning tools.

Student emails and discussion board messages will be answered within 3 working days under normal circumstances.

Distance Learning Student Resources

Online students have access to resources, including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the [eLearning Current Students](#) webpage for more information.

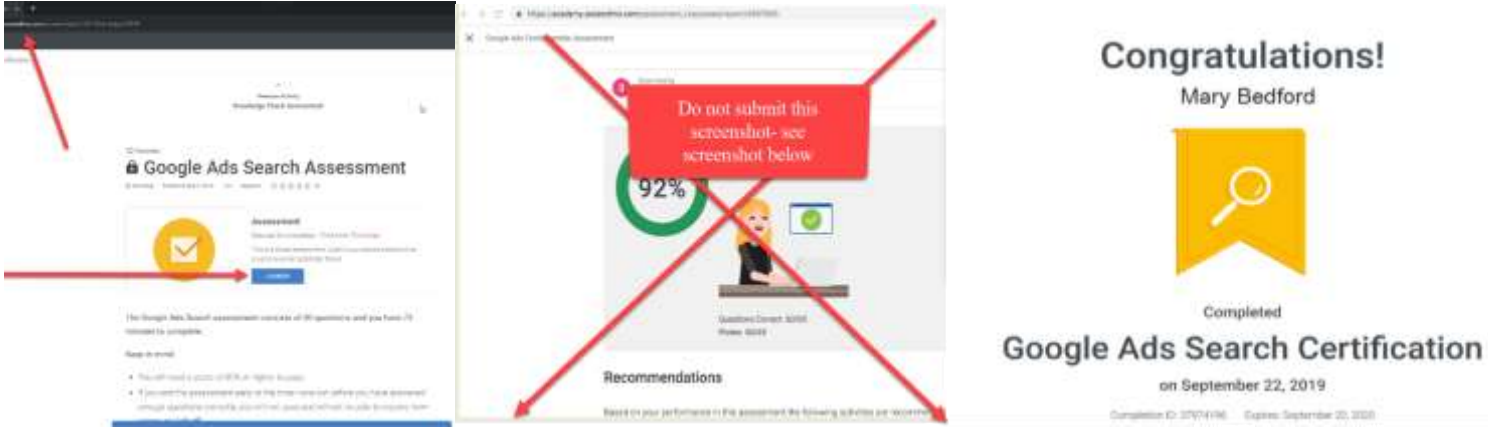
Server Unavailability or Other Technical Difficulties

The University is committed to providing a reliable learning management system for all users. However, in the event of an unexpected server outage or any unusual technical difficulty which prevents students from completing a time-sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online [eLearning Help Desk](#). The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Assignment or Test	Summary of deadlines
Quizzes	See below for various deadlines, usually due on Mondays. Syllabi quiz is not for a grade
Mid-term test	6/21 to 6/23
Homework	7/5 by midnight
Google Ads Search exam	7/26 by midnight
Online forum extra credit	8/2 by midnight
Extra credit Google 2 nd Certification exam	8/9 by midnight
Final Exam	8/6 to 8/8 by midnight

Course Academic Calendar

Week of class	Module or session	Start Dates	Topic	Assignments	Readings from free ebook
1	1	05/24 (Monday)	Introductory video Read the syllabi and Digital Strategy module 1	Syllabi quiz AND Quiz 1 due by 05/31	Chapter 1
2	2	05/31 (Monday)	Overview of email and websites	Quiz 2 due by 06/07	Chapters 5, 6 and 18 (in 18 section on emails only)
3	3	06/07 (Monday)	Search engine optimization (SEO) start Module 3	Quiz 3 due by 06/14	Chapter 9 and Beginners Guide to SEO
4	4	06/14 (Monday)	Pay per Click: PPC Start module 4	Quiz 4 due by 06/21	Google Ads Search -if link not working also available under eLearning>Ads assignment folder
Midterm exam (modules 1-4) Window to take exam: Monday 6/21 to Weds 06/23 by 11:59 pm					
6-7	5	06/21 (Monday)	Video on HW assignment-start HW	Quiz 5 due by 07/05 HW based on module 5 due until 7/5	
8	6	07/5 (Monday)	Social media	Quiz 6 due by 7/12	Chap 15, 16 and 17
9	7	07/12 (Monday)	Mobile marketing	Quiz 7 due by 7/19	Chap 18
10	8	07/19 (Monday)	Web analytics & ROI	Quiz 8 due by 07/26	Chapter 20-21

11		<p>Google Ads Search Assessment Certification Exam due by 7/26/2020, you must upload a screenshot of successful completion. If you do not pass, submit your score anyway for partial credit. Need an 80 in the exam to pass. To access the exams, follow these steps:</p> <ol style="list-style-type: none"> 1. First study Google Ads Search Certification Website then take the exam at Google Ads Search Assessment Webpage, you may be asked to login creating an account-suggest you use a new gmail email account 2. If you pass, then take a screenshot and paste it into a word document OR a ppt- or upload as a pdf-either format is fine BUT do NOT upload as an image jpg or png- 5 point deduction if you submit as an image. Make sure the exam certificate shows your full name as it appears in e-learning. It may look slightly different; they also change color or design element; some seem to have confetti. Must have your name Google Ads Search Certification, the date it expires and completion ID. Directions to print at 
12	Week of 07/26 to 8/02	Review for final exam-mainly modules 5-8 with a part from Module 1–more details 2 weeks before the final exam
Extra Credit Due 08/03	<p>Extra Credit- due by 08/02 A discussion forum will be provided where students for extra credit must enter one short but well written and detailed discussion entry per the instructions on the discussion board (comments/observations, etc.) on a designated discussion topic. Please keep in mind that quality and relevancy is the most important grading criteria for the discussion participation. Extra credit is not given for poor quality postings. Please go to elearning> Homepage>Discussion board for details of what to submit.</p>	
	8/06 to 08/08	Final Exam will be done remotely using Lockdown browser as was done for the midterm exam in Testing center (partly comprehensive but mostly from modules 5-8). Details on what is covered in the final exam will be sent out 3 weeks before the final exam date

Extra Credit 2nd certification Also due 08/09

Optional for extra credit: take any ONE of the following exams by 8/09 for extra credit. Credit is also based on how well you follow instructions, not just get the certificate, too many students turn in whatever they see and do not read these instructions. No partial credit for the second exam and not accepted after the due date. Submit any ONE of the following exams each exam will give an estimate of total study and exam duration so you can use that to decide or based next to it

1. You can take any of these certifications below, only one is needed- [Google Ads Certification](#)

The screenshot shows a list of Google Ads certifications with a filter sidebar on the left. The filter sidebar includes sections for Duration (Short, Medium, Long), Difficulty (Beginner, Intermediate, Advanced), Awards (Earn an Award), and Live Events (Find an Event). The main content area displays five certification options, each with a red numbered callout (1-5) and a 'You already took this one' speech bubble pointing to the first option. The certifications listed are: 1. Shopping ads Certification (3.1h, Beginner), 2. Google Ads - Measurement Certification (4.7h, Beginner), 3. Google Ads Display Certification (2.6h, 4.7 stars, Beginner), 4. Google Ads Video Certification (4.0h, 5.0 stars, Beginner), and 5. Google Ads Search Certification (3.7h, 5.0 stars, Beginner). Each entry includes a brief description and a 'Sort: Relevance' dropdown at the top right.

1 Shopping ads Certification
Earn a Shopping ads Certification by demonstrating your ability to connect products with shoppers across their purchase journey. Prepare for the certification by completing the diagnostic assessment, or proceed to get certified.
3.1h Beginner

2 Google Ads - Measurement Certification
Earn a Google Ads - Measurement Certification by demonstrating your ability to measure and optimize Google Ads campaign performance. Prepare for the certification by completing the diagnostic assessment, or proceed to get certified.
4.7h Beginner

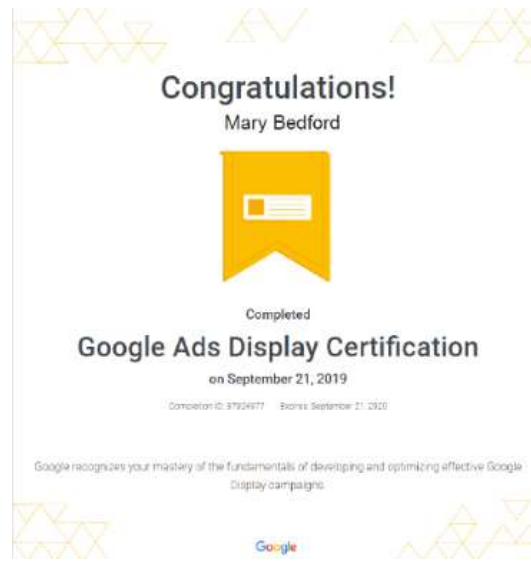
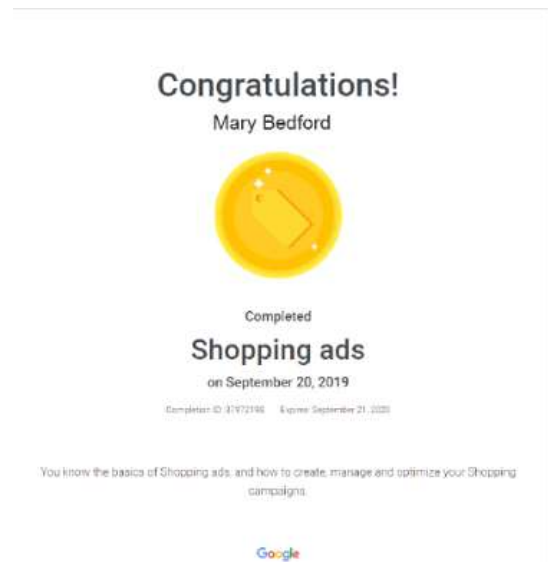
3 Google Ads Display Certification
Earn a Google Ads Display Certification by demonstrating your ability to deliver effective display advertising to meet specific marketing objectives. Prepare for the certification by completing the diagnostic assessment, or proceed to get certified.
2.6h ★ 4.7 Beginner

4 Google Ads Video Certification
Earn a Google Ads Video Certification by demonstrating your ability to get results from YouTube and Google Video advertising solutions. Prepare for the certification by completing the diagnostic assessment, or proceed to get certified.
4.0h ★ 5.0 Beginner

5 Google Ads Search Certification
Earn a Google Ads Search Certification by demonstrating your mastery of Google Ads Search campaigns. Prepare for the certification by completing the diagnostic assessment, or proceed to get certified.
3.7h ★ 5.0 Beginner

You already took this one

Submit to the assignments link in eLearning by taking a screenshot and pasting it into a word document, PowerPoint, or saving as a pdf. It will not be accepted after the due date. This is the type of screenshot to submit as pdf or word-only need one- I show two examples, you only need to submit one.



Please note that you must show your full name as in eLearning, the certification name, completion ID and expiration date-no exceptions or forgiveness-following instructions part of studies or work. **Submit to the assignments link in eLearning by taking a screenshot and pasting it into a word document, PowerPoint, or saving as a pdf It will not be accepted after the due date.**

Proctored Final Exam Procedures –not applicable in summer 2020, exams will be done from home/office via lockdown browser

Grading Policy

Assignment or Test	Maximum Points	Details
Total grade for all the bi-weekly quizzes which count as attendance & participation	72	Open book online; Your grade will be determined by <u>your first attempt at each quiz</u> ; there are 8 quizzes (plus syllabi quiz) throughout the semester; while the first attempt is a grade that counts towards your final grade, if you did not get at least 2 out of 9 points you must retake the quiz, you can take it numerous times, HOWEVER, taking quizzes past their due date will result in a zero grade for that quiz regardless of your score. The syllabi quiz does not count towards the grade as it is NOT course content but an operational requirement In addition, if you miss the deadline for two or more quizzes, there is an extra 5-point deduction from the overall quiz grades (not just one quiz), the first missed quiz does not have an extra penalty or count towards the grade.
HW 1, additional 5 points extra credit possible for total 123 points	118	Must be uploaded to assignment box by the due date; following the format specified in the template
Google Ads Search assessment	45	Google Ads Search assessment exam- 10 points off for every week late, if you fail you have to retake the exam 7 days later). This is a self-study and requires additional reading from the exam guide, basics covered in lectures. Passing regardless of score or times you took it is 45 points as long as passed before the due date. If late-then late penalty of 10 points off your Google score. Study from the free Google Ads Exam- see details on elearning>assignments on how to submit
Mid-term test	125	Online test ~ 50 minutes
Final Exam	160	The final exam will be partly cumulative (more details, as we get closer to the final exam), closed book and lockdown browser from home. 60 minutes
Total points	520	
Online posting	5	Must post by the due date a researched post on one of the designated topics- see forum on elearning for details
Extra credit	20	Google Search Advertising Ads Exam- This is a self- study and requires additional reading from the exam guide, basics covered in lectures. No partial credit, you must pass by the date stated in the calendar section.

Grading Scale: based on total points of 520 is as follows (Note: this is NOT meant to be equivalent to a 100 point conversion whereby you divide say 437/520 to come with % equivalent):

510-520 (98-100%)	= A+
489-509 (93-97%)	= A
468-488 (90-92%)	= A-
452-467 (87-89%)	= B+
437-451 (83-86%)	= B
416-436 (80-82%)	= B-
400-415 (77-79%)	= C+
385-399 (73-76%)	= C
364-384 (70-72%)	= C-
348-363 (67-69%)	= D+
333-347 (63-66%)	= D
312-332 (60-62%)	= D-
Below 312 is failing	

Grading Policy No more than 40% of the class will make an A or A+ in this course.

Assignments

Homework: there will be an individual assignment so students can familiarize themselves with PPC advertising using Google Ads.

Homework Assignment submission instructions

Locate the assignment in your eLearning course. You will submit your assignments in the required file format (pdf or word), using your last name as the file name. To submit your assignment, please click the assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the [Submitting An Assignment video tutorial](#).

Please Note: Each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback.

Online Tests/Quizzes

All exams will be closed book. They will take place at regular class times. These exams are designed to test your understanding of the basic terminology and tools in marketing as well as your depth of understanding of important marketing concepts. Exams cover information from the textbook, PowerPoint slides, handouts, videos, plus all topics and cases discussed in class including any guest speakers.

Each lecture module will be immediately followed by a self-test quiz. The quiz is graded and not necessarily meant to prepare you for the midterm or final exam (although it can and doesn't hurt) –preparing for an exam requires a lot more studying than what is required for these quizzes. The main objective is to make sure you have stayed current reading the lectures. Each quiz consists of 9 multiple-choice questions. **The first quiz will determine your quiz grade which counts to your**

overall course grade; if you did not score at least a 2 on the first attempt, you are allowed to take the exam several times until you get a score of 2/9. However, repeat attempts do not count for a grade or substitute your initial grade. 2 out of 9 questions must be correctly answered *before the next lecture module can be released on the following Monday*. Please go back and review parts of the module and re-answer the missed questions correctly to proceed to the next module. You must also take the quiz before the due date, taking a quiz after the due date will result in a zero grade-no exceptions since you have almost an entire week to take the quiz. In addition, if you miss two or more quiz deadlines there is an extra 5 point deduction from the overall grade for each quiz date missed, the first missed quiz does not have an extra penalty.

Online Midterm

The online Midterm test will be timed and will be 50 minutes long. The online test will consist of 30 multiple-choice and 10 true/false questions. The conditions of academic integrity require that each student take the test independently and unassisted in every way. This is an important requirement!

You can access Online Tests and the Midterm Exam by clicking the *Quizzes and Exams* link on the course menu or see the quiz/exam icon on the designated page. Please read the on-screen instructions carefully before you click “Begin”. After each quiz is graded and released, you may go to the My Grades page and click the score link of the quiz to view your graded submission.

Final Examination

Proctored in person exam not applicable in summer 2020, it will be administered remotely via lockdown browser

Course Policies

Make-up exams

You are required to take each exam. **A make-up exam is only permitted with a written doctor's excuse or under a documented extreme personal situation.** If you have a legitimate or extraordinary scheduling conflict and must miss an exam, please contact me IMMEDIATELY upon knowing the conflict. I will make every effort to schedule a make-up exam.

Extra Credit

There is no additional extra credit in this course beyond what is specifically stated in the Course Academic Calendar.

Late Work

Please ensure all assignment submissions are made on time. In fairness to the other students, late submissions will be penalized **10 points per day unless specified elsewhere a different penalty.**

Class Participation

Students are required to login regularly to the online class site- at least once every 7 days to take the quiz. The instructor and his TA will use the tracking feature in eLearning to monitor student activity.

Virtual Classroom Citizenship

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Policy on Server Unavailability or Other Technical Difficulties

The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty, which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the [UTD eLearning Help Desk](#), 1-866-588-3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Sharing Confidential Information-(not included in new syllabi format)

Students considering sharing personal information in email, in person, or within assignments or exams should be aware that faculty members and teaching/research assistants are required by UT Dallas policy to report information about sexual misconduct to the UT Dallas Title IX Coordinator. Per university policy, faculty has been informed that they must identify the student to the UT Dallas Title IX Coordinator. Students who wish to have confidential discussions of incidents related to sexual harassment or sexual misconduct should contact the Student Counseling Center (972-883-2527 or after hours 972-UTD-TALK or 972-883-8255), the Women's Center (972-883-8255), a health care provider in the Student Health Center (972-883-2747), the clergy person (or other legally recognized religious advisor) of their choice, or an off-campus resource (i.e., rape crisis center, doctor, psychologist). Students who are sexually assaulted, harassed, or victims of sexual misconduct, domestic violence, or stalking, are encouraged to directly report these incidents to the UT Dallas Police Department at 972-883-2222 or to the Title IX Coordinator at 972-883-2218. Additional information and resources may be found at [Title IX Website](#).

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus.

Please go to [UT Dallas Syllabus Policies](#) webpage for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.