

Course Syllabus

Professor Sandra Pacyna
Term Fall 2021
Section MKT 4335.001 F21
Class Hours Monday 1:00 – 3:45 pm
Room JSOM 1.302

Professor Contact Information

Phone: 630-292-4670

Office: JSOM 13.311

Email: sxp158130@utdallas.edu

Office Hours: Monday, 3:45 – 4:15; Wednesday: 1:30 – 3:30 or by appointment

Course Modality and Expectations

Course Platform: This course will be delivered in the classroom. I also plan to provide a recording of the class in Collaborate. You can review the recorded version by entering the Collaborate tab and choosing “Recordings” from the menu. In addition, every PPT will be available on eLearning (see the tab titled PPT). There is also a tab for the specific Google Ads PPTs so that you can refer to these when taking your Google Ads quizzes.

COVID-19 Guidelines and Resources

The information contained in the following link lists the University’s COVID-19 resources for students and instructors of record.

Please see <http://go.utdallas.edu/syllabus-policies>.

Class Recordings

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

The instructor may record meetings of this course. Any recordings will be available to all students registered for this class as they are intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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

Principles of Marketing MKT 3300

Course Description

This course provides an introduction to digital marketing. It covers major digital platforms such as blog creation, retargeting and search (paid and organic). We will learn how to effectively use SEO and how to create and manage a paid search advertising campaign using Google Adwords.

Suggested Textbooks and Required Materials

eMarketing: The Essential Guide to Marketing in a Digital World, 5th Edition by Rob Stokes.
You must bring to class a laptop or tablet (wireless or LAN connected device).

Please note that the ebook is free of charge and can be ordered here:

<https://www.redandyellow.co.za/courses/textbook-digital/>. Please also note that all material from the ebook and other resources are incorporated into PPTs and lectures, so the book is optional.

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 Adwords)
3. Discriminate between some of best practices and platforms in social media, mobile marketing and web analytics

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 an 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 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 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.

Test Taking with HonorLock

I plan to administer the tests onsite. But if we need to pivot to online learning due to unforeseen issues such as a new COVID wave, the midterm and final exam will be using Honorlock to ensure the integrity of test results. The following link will help you familiarize yourself with the system: <https://honorlock.com/students/>. You don't need special software but you will have to use the Chrome browser. There is a Chrome extension that you'll have to install before taking the exam.

Assignments & Academic Calendar Tentative Schedule (subject to change at instructor discretion)

Working Class Schedule: Digital Marketing: Fall 2021

Day	Date	Activities and Assignments
Wk 1	Aug 23	<ul style="list-style-type: none">○ Overview of Syllabus; Intro to Digital Marketing; Google Ads Part 1○ Form Groups & start researching companies for Google Ads campaign○ Group Activity: Select site to audit; Complete Assignment 1 by 8/29○ Email me with group members by August 25 (or I will assign)○ Take Google Ads Quiz by August 29
Wk 2	Aug 30	<ul style="list-style-type: none">○ Content Marketing Strategy; Google Ads Part 2○ Group Activity: Audit Site: Address questions provided in Assignment 2 by 9/4○ Take Google Ads Quiz by September 3
Wk 3	Sept 6	<ul style="list-style-type: none">○ <i>Labor Day – No Class</i>
Wk 4	Sept 13	<ul style="list-style-type: none">○ SEO Elements: Keywords, Content, Social Signals, Link Authority; Google Ads Part 3○ Group Activity: Evaluate Audit Site based on keywords – Assignment 3 by 9/18○ Take Google Ads Quiz by September 17
Wk 5	Sept	<ul style="list-style-type: none">○ Link Building; Google Ads Part 4

	20	<ul style="list-style-type: none"> ○ Group Activity: Evaluate Site for LA & Website Grader – Assignment 4 by 9/25 ○ Take Google Ads Quiz by September 24
Wk 6	Sept 27	<ul style="list-style-type: none"> ○ Paid Search, PPC Bidding, Account Structure; Google Ads Part 5 ○ Group Activity: Account Structure: Campaign/Ad Groups/Keywords by 10/2 ○ Take Google Ads Quiz by September 10/1
Wk 7	Oct 4	<ul style="list-style-type: none"> ○ Mobile Marketing & Email: ROI of Digital Campaigns ○ Group Activity: Account Structure Excel Spreadsheet by 10/09
Wk 8	Oct 11	<ul style="list-style-type: none"> ○ Social Media for Business: Engagement & Ad Options ○ Take Online Quiz on Social Media Marketing Quiz by 10/15
Wk 9	Oct 18	<ul style="list-style-type: none"> ○ Assist Method of Tracking Results ○ Review for Midterm
Wk 10	Oct 25	<ul style="list-style-type: none"> ○ Midterm ○ Precampaign Reports October 29
Wk 11	Nov 1	<ul style="list-style-type: none"> ○ On and Off Page SEO; Community Relationships; Google Analytics ○ Take Online Quiz on On/Off Page SEO Quiz by 11/05
Wk 12	Nov 8	<ul style="list-style-type: none"> ○ Fake News & Digital Sovereignty ○ Take Online Quiz on Fake News by 11/12 ○ Google Ads Certification Exam Due November 13: Turn in results via email
Wk 13	Nov 15	<ul style="list-style-type: none"> ○ Future of Digital Marketing
Wk 14	Nov 22	<ul style="list-style-type: none"> ○ COVID Effects on Digital Marketing ○ Review for Final ○ Letter to Client: Explain Campaign Highlights & Suggestions for Moving Forward with Live Campaign; Submit on eLearning by November 27
Wk 15	Nov 29	<ul style="list-style-type: none"> ○ Final Exam

Grading Policy

The course grade will be determined by the following:

Group Activity (25 pts x 6)	150 points
Quizzes – Prep for Google Ads Exam (20 pts x 5)	100 points
Midterm	250 points
Google Ads Pre-Campaign Report	100 points
3 Quizzes on 3 Lectures	30 points
Letter to Clients w/Data Collected	70 points
Final Exam	250 points
Google Ads Certification Exam	50 points

Total	1,000 points
Extra Credit: Run Your Google Ads Campaign	25 points

Overall Course Total	Letter Grade
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980 – 1,000 points	A+
920 - 979 points	A
900 - 919 points	A-
880 - 899 points	B+
820 - 879 points	B
800 – 819 points	B-
780 - 799 points	C+
720 - 779 points	C
700 – 719 points	C
680 – 699 points	D+
620 – 679 points	D
560 - 619 points	D-
Less than 560 points	F

Course & Instructor Policies
Midterm and Final Exams

There will be one midterm and a final exam. Any grading disputes must be submitted in writing within two weeks of the results. Grades will be posted to elearning no later one week after exam. Exams are administered in the classroom on the specific day only. A make-up exam is only permitted with a written doctor’s excuse or under an extreme personal situation. If you have an extraordinary scheduling conflict and must miss an exam, see me BEFORE the exam and I will make an effort to schedule a make-up.

In the event that we pivot to remote teaching, the tests will be provided online using HonorLock.

Group Project

A) There will be a Google Ads pre-campaign report which must follow the format presented in class.

B) Students teams will submit the project (one per team) in eLearning by the specified due date. The tab to submit will be deleted after the due date, so teams not meeting the deadline will have to ask permission to submit after that date and will possibly be rejected.

C) Grades for all group projects will be adjusted based on participation percentages provided.

Group Project Weights by Topic Area		
1	Executive summary: background, description and overview of competition-use a grid or table, describe your target market in detail and it’s positioning. Goals for the campaign should be listed and prioritized.	15%
2	Website usability testing and recommendations for navigational, content and internal search and suggested improvements-use screenshots and point to problem areas and recommendations.(Include Website Grader data)	20%
3	Search Engine Optimization recommendations- problem areas and fixes-	20%

3	Search Engine Optimization recommendations- problem areas and fixes- highlight not just the home page but all the major pages: urls, metadescription, titles, inbound links etc. (Include Link Authority data)	20%
4	Report must have a minimum of 20 keywords including approx. 3 negative keywords per campaign, Minimum of 4 ad groups. You will be evaluated on quality of keywords; ads; ad extensions; account structure.	25%
5	Conclusion & overall summary of and prioritization of all your recommendations: Testing & metrics: include what should be tested in a proposed campaign and what the success metrics might be.	20%
		100%

Google Ads Exam Prep Quizzes

During the first 5 classes, I will provide a summary of the Google Fundamentals Ads Preparation Document. During the course of the week, students will be required to take a quiz on the material presented. This is an exercise intended to prepare the student for the Google Ads exam. Each prep quiz is worth 20 points.

Google Ads Exam

You must take and pass the Google Ads Certification exam to receive the 50 points allotted to this section in the grading policy. If you take the exam and don't earn the 80% needed to pass (52 correct answers), you can retake it after 1 day. If you still don't pass by the required date, submit the score you received and I will adjust it to reflect the same percentage. For example, if you score 49/65, I will give you 75% of the 50-point total, or 37.5 points. **This test must be taken and the score submitted by November 13.**

Although I will be preparing you in class, there is a Google Ads certification guide available for more study:

<https://skillshop.exceedlms.com/student/path/18128-google-ads-search-certification>

The Google Ads Certification test is available here:

https://skillshop.exceedlms.com/student/catalog/list?category_ids=313-google-ads-search

Weekly Team Assignments

You will form teams the first day of class that you will work within to complete 6 assignments, each worth 25 points. The assignment will be explained during the lectures, and also in the Assignment section of eLearning.

Three Quizzes on Three Lectures

There are 3 online quizzes that will be available after 3 lectures (Social Media; On & Off Page SEO; Fake News). Each quiz is worth 10 points each. They will be available immediately after the lecture until the following Saturday night EOD.

Attendance and Participation

Due to the disruption caused by COVID-19 this semester, I won't be including an attendance element in the grading process.

Please note that I reserve the right to include information in the lecture that will not be completely transparent in the PPT, and that may be included in the quizzes, midterm, and final. This information is not meant to be overly subtle or tricky, but rather to keep you engaged with me as we progress throughout the semester. Listening to the lectures will assist you in succeeding on assignments and tests. I want all students to be engaged with the lectures as they do build on each other and will promote the level of comprehension we want to attain.

Also please note that I provide time within each class period for teamwork. If you choose not to be present you will still need to contribute to the assignment. The attending team members will assign work to non-attendants at their discretion.

Summary Letter to Clients with Data Collected

This is your final team assignment. Since I am not requiring you to run the Google Ads campaign this semester, I would like each team to craft a letter to the client with suggestions for their website and for the Google Ads campaign. I will provide an outline on eLearning and review the requirements in class.

Extra Credit

In "normal" times, this class ran the Google Ads campaign set up by each team. The campaign ran for 2 weeks. Each team member contributed \$30 to fund the campaign. If your team opts in for this extra credit assignment, you must run the campaign for the full 2 weeks and then report on the results. The results should include CTR for keywords, ad groups, and campaigns, and summarize the effectiveness of each. I will provide an example for you on eLearning.

Course Access and Navigation

This course was developed to heavily use a web course tool called eLearning. Students will use their UTD NetID account to login directly at <http://elearning.utdallas.edu>. Please see more details on course access and navigation information.

To get started with an eLearning course, please see the Getting Started: Student eLearning Orientation. UTD provides eLearning technical support 24 hours a day/7 days a week. The services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service. The UTD user community can also access the support resources such as self-help resources and a Knowledge Base. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

Course & Instructor Policies

All deadlines are to be strictly followed throughout the semester. I will not accept any work after the assigned due time. A hard copy of all submissions should be turned in at the beginning of the class on the due day. An electronic copy, if required, should also be submitted on the same day.

Make Up Exams	Permitted only with a written doctor's excuse or under an extreme personal situation, as detailed in the Exam section above.
Late Work	Accepted, with a penalty of 5 points per each day of lateness.

Re-Grading	<p>For consideration of a different grade, you must submit a written request within a week after receiving the grade. Late submissions will not be accepted. Keep in mind that the entire exam will be re-graded and as a result your new and final grade for that test could be higher or lower than the original one.</p>
Student Conduct & Discipline	<p>The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, A to Z Guide, which is provided to all registered students each academic year.</p> <p>The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3, and in Title V, Rules on Student Services and Activities of the university's Handbook of Operating Procedures. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).</p> <p>A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.</p>
Academic Integrity	<p>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 demonstrate a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or 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.</p> <p>Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.</p>
Email Use	<p>The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the</p>

	<p>...it originates from a U.T. student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.</p>
Withdrawal from Class	<p>The administration of this institution has set deadlines for withdrawal of anycollege-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.</p>
Student Grievance Procedures	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's Handbook of Operating Procedures.</p> <p>In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.</p> <p>Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.</p>
Incomplete Grades	<p>As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.</p>
Disability Services	<p>The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers.</p> <p>Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.</p> <p>The contact information for the Office of Disability Services is:</p>

	<p>The contact information for the Office of Disability Services is:</p> <p>The University of Texas at Dallas, SU 22 PO Box 830688 Richardson, Texas 75083-0688 (972) 883-2098 (voice or TTY)</p> <p>Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.</p> <p>It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.</p>
Religious Holy Days	<p>The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.</p> <p>The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.</p> <p>If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief.</p>
Off-Campus Instruction & Course Activities	<p>Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk related activities. Information regarding these rules and regulations may be found at http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm Additional information is available from the office of the school dean.</p>

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 <http://go.utdallas.edu/syllabus-policies> for these policies.

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