



**Course** MKT 4339.501  
**Course Title** AI-Driven Content Creation and Campaign Mgmt  
**Professor** Scott Clifton  
**Term** Fall 2024  
**Class Time** Monday, 7:00 – 9:45 PM  
**Room Location** JSOM 2.107

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### **Professor's Contact Information**

**Email Address** SXC180077@utdallas.edu  
**Office Location** Adjunct Office JSOM 13.302  
**Office Hours** By appointment only.  
**Important Note** Contact me at my UT Dallas email first and if we need to meet or schedule a phone call we can do so.  
**Course Website** <https://elearning.utdallas.edu>  
**Pre-Requisite** Principles of Marketing MKT 3300

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### **Course Modality and Expectations**

In-Person: This class will be delivered in person. Students are expected to attend class in the assigned room throughout the semester. There will be no recorded lectures or virtual attendance.

### **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>.

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### **Class Recordings**

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 Recordings may not be published, reproduced, or shared with those not in class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility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](#).

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### **Course Information**

#### **Description:**

**MKT 4339 - AI-Driven Content Creation and Campaign Management** (3 semester credit hours) This course teaches the necessary techniques to create and test effective marketing campaigns using AI technology. Students will purchase and utilize industry-standard applications used by professional marketers to manipulate images for testing in multiple mediums such as paid

and unpaid social media, print, outdoor. The course will also focus on understanding the implications of these new technologies for business strategy, as well as the economic and societal implications.

Prerequisite: **MKT 3300**. (Same as **ENTP 4335**) (3-0) Y

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**Start here**

### **Required Materials and Textbook**

You must bring to class a laptop or tablet (wireless or LAN connected device).

Dodson, Ian, *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*, Wiley; 1st edition, ISBN-13 : 978-1119265702

Kim, Mike, *You Are The Brand: The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business* Paperback, Morgan James Publishing (2021), ISBN-13 : 978-1631953477

### **(Optional) Suggested Readings**

Pulizzi, Joe, *Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses*, McGraw-Hill Education, 978-1259589652

Rohrs, Jeffrey K., *Audience: Marketing in the Age of Subscribers, Fans and Followers*, Wiley, 978-1118732731

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### **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 a digital campaign using best practices (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.

Lecture slides, assignments, additional readings, grades, and announcements will be posted on

eLearning. Students are also expected to submit their homework, group projects, and peer evaluations on eLearning.

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.

**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.

**Class Schedule (subject to change at instructor’s discretion)**

<b>Date</b>	<b>In-Class Activities</b>	<b>To-Do’s Outside of Class</b>
Mon, Aug 19	- Introduction / Syllabus Overview - Lecture 1: AI Overview	- Introduce yourself in Week 1 Discussion Board - <b>Assignment #1: <i>How artificial intelligence is transforming the world</i></b> (26 pgs), read and post in discussion board by Friday, Aug 23rd at midnight - <b>Quiz #1</b> on Lecture 1 due by Mon. Aug 26th at 12 noon
Mon, Aug 26	- Lecture 2: AI in Marketing	- <b>Assignment #2: <i>The Billionaire Battle for AI’s Future</i></b> (10 pgs), read and post in discussion board by Friday, Aug 30th at midnight - <b>Quiz #2</b> on Lecture 2 due by Mon. Sept 9th at 12 noon
Mon, Sep 2	<b>LABOR DAY (NO CLASS)</b>	
Mon, Sep 9	- Lecture 3: Foundations of Machine Learning	- <b>Assignment #3a &amp; 3b: <i>Napster</i></b> (6 pgs) and <b>AI Copyright</b> (3 pgs) articles, read and post in discussion board by Friday, Sept 13th at midnight - <b>Quiz #3</b> on Lecture 3 due by Mon. Sept 16th at 12 noon

Mon, Sept 16	- Lecture 4: Introduction to Natural Processing and Its Relevance to Marketing	- <b>Assignment #4: Randy Travis AI Song</b> , 2 videos watch, and post in discussion board by Friday, Sept 20th at midnight - <b>Quiz #4</b> on Lecture 4 due by Mon. Sept 23rd at 12 noon
Mon, Sept 23	- Lecture 5: Recommender Systems and Their Types	- <b>Assignment #5: Joe Pulizzi Newsletter on AI Content</b> (6 pgs), read and post in discussion board by Friday, Sept 27th at midnight - <b>Quiz #5</b> on Lecture 5 due by Mon. Sept 30th at 12 noon
Mon, Sept 30	- Lecture 6: AI in Content Creation	- <b>Assignment #6: Apple Intelligence</b> (3 pgs), read and post in discussion board by Friday, Oct 4th at midnight - <b>Quiz #6</b> on Lecture 6 due by Mon. Oct 7th at 12 noon
Mon, Oct 7	- Lecture 7: Ethics and Challenges in AI Generated Content	- <b>Assignment #7: How AI Affects our Sense of Self</b> (10 pgs), read and post in discussion board by Friday, Oct 11th at midnight - <b>Quiz #7</b> on Lecture 7 due by Mon. Oct 14th at 12 noon
Mon, Oct 14	- Lecture 8: The Future of AI	- <b>Assignment #8: Preparing for an AI-Driven Workplace</b> (5 pgs), read and post in discussion board by Friday, Oct 18th at midnight - <b>Quiz #8</b> on Lecture 8 due by Mon. Oct 21st at 12 noon
Mon, Oct 21 (Digital ONLY Class)	- <b>Test: Lecture 1 - 8</b> due by Mon Oct 28th by 12 noon - <b>Assignment #9: AI's Health Benefits</b> (5 pgs), read and post in discussion board by Friday, Oct 25th at midnight	
Mon, Oct 28	- Discuss Assignment #9 article - Lecture 9: HTML Basics  - <i>Discuss preparation for portfolio website project</i> - <i>Working session: Open text editor, practice HTML basics, folder structure, and render page in browser</i>	- <b>Assignment #10: AI for Mom and Pop</b> (5 pgs), read and post in discussion board by Friday, Nov 1st at midnight - <b>Project Step 1: Fill out personal value proposition form</b> and submit to professor email due by Mon. Nov 4th at 12 noon
Mon, Nov 4	- Discuss Assignment #10 - HTML working session - <i>Working session: Create a paragraph of text and use Canva to insert an image tag with the image into the paragraph, create nav menu links for all 5 pages</i>	- <b>Assignment #11: AI in Action</b> (6 pgs), read and post in discussion board by Friday, Nov 8th at midnight - <b>Project Step 2:</b> Read the article and listen to the podcast on creating an About page by Mike Kim before next class: <a href="https://mikekim.com/byp216">https://mikekim.com/byp216</a> - <b>Project Step 3:</b> Write your home page and about page and then put them into the corresponding HTML file, i.e. home page goes with the "index.html" file and about page goes with the "about.html" file. Make sure it renders in the browser correctly and the nav menu links work before next class.
Mon, Nov 11	- Discuss Assignment #11	- <b>Assignment #12: Put two of the "Comprehensive Suite" prompts</b> (personalize them if you can) <b>in Chat</b>

	- Review “Comprehensive Suite of Chat GPT Prompts”	<b>GPT</b> , post at least one reflection in a comment in discussion board by Friday Nov 15th at midnight - <b>Project Step 4:</b> Write 3 blogs - consider needs of your target audience and then ask Chat GPT to write an article about each topic; then improve each page’s call to action, give it personality and improve for readability as needed.
Mon, Nov 18	- Review final project steps (create home page, about page, 3 blogs, and insert Canva image on every page)	<b>Project Step 5:</b> Insert the 3 blogs into your HTML pages and make sure they render in the browser with the navigation menu links working for all 5 pages. Submit the completed project to the professor through email as a zipped file by Mon, Nov 9th at midnight.
Mon, Nov 25	<b>FALL BREAK</b>	
Mon, Dec 2	- Personal portfolio working session	
Mon, Dec 9	<b>NO IN-PERSON CLASS (Grading portfolio project)</b>	

**Attendance**

Attendance is mandatory. Students are expected to be punctual, to stay for the entire duration of each lecture, and to participate meaningfully in class discussions. Lack of attendance and class participation past 4 absences could result in up to a letter grade off the final grade.

***ASSIGNMENTS***

**Points:**

Assignments on eLearning are 5 pts each.

**Description:**

These are articles or videos that you will consume in its entirety and then post in the corresponding discussion board on eLearning. At a minimum, you will post two statements in one comment in the thread.

**Receiving Credit:**

First, submit a completion statement for Assignments in the discussion board. It should say: “I have completed watching/reading [insert name of article or video] in its entirety.”

Then submit your question or thought provoking statement from the assignment starting with the word “observation:”.

*Example of Submission:*

I have completed reading *Assignment #1: How artificial intelligence is transforming the world* in its entirety.

Observation: I have a hard time believing artificial intelligence’s capacity in this many arenas considering it does not have the capacity that humans do for empathy and connection.

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## ***PERSONAL PORTFOLIO PROJECT***

### **Points:**

Your Personal Portfolio Project is worth 50 pts.

### **Description:**

There are five steps to completing this project:

- Step 1: In the value proposition folder on the Course Homepage of eLearning, review the “Value Proposition Overview.pdf” and fill out the “Personal Value Proposition.docx” and submit the file to the professor’s email by the due date outlined in the course syllabus.
- Step 2: Read the article and listen to the podcast on creating an About page by Mike Kim: <https://mikekim.com/byp216>
- Step 3: Write your home page and about page.
- Step 4: Write 3 blogs with Chat GPT help. Recommended steps are to consider some needs of your target audience and then ask Chat GPT to write an article about the topic. Then take the information and tweak it for an improved introduction, call to action, and insert improvements for your personality and for readability.
- Step 5: Insert home page, about page, and 3 blogs into your HTML pages with proper HTML formatting, make sure that it renders in the browser with the navigation menu links working. Then submit a zip root folder to the professor by email. *See further instructions on project submission below.*

### **Receiving Credit:**

After completing step 5, please zip the root folder of your project and send by email to the professor.

*How to zip:* If you are on a mac, you can select the root folder and click “control” + “spacebar”, select compress, and then it will create a zipped folder. Submit the zipped folder with the statement “I have completed my personal portfolio project.” (*Note: If you are on a PC, you can ask Google and I bet they would help you create a zipped file easily*)

Minimum requirements for a completion grade of 50 pts:

- All pages render in the browser.
- Each page has at least one image.
- There is a home page titled “index.html” with at least 300 words rendering in the browser.
- There is an about page titled “about.html” with at least 800 words rendering in the browser.
- There are 3 blog pages titled “blog-1.html”, “blog-2.html”, and “blog-3.html” each with **at least** 800 words on the page and rendering in the browser.
- All 5 navigation menu links work on every page, i.e. “Home | About | Blog 1 | Blog 2 | Blog 3” all take you to their respective page content and renders correctly in the browser.

**GRADING CRITERIA IS ON A POINTS SYSTEM**

- Personal Portfolio Project - 50 pts
- Test - 58 pts
- 12 Assignments - 5 pts each
- 8 Quizzes - 5 pts each

Important: Non-attendance of 3 times or more and/or lack of in-class engagement can result in up to a full letter grade reduction of final grade.

Please note that final grades may be curved for all students at the discretion of the instructor.

<b>Grading Criteria</b>	<b>Letter Grade</b>
100-98	A+
97-93	A
92-90	A-
89-87	B+
86-83	B
82-80	B-
79-77	C+
76-73	C
72-70	C-
69-67	D+
66-63	D
62-60	D-
<60	F

*The aforementioned descriptions and timelines are subject to change at the discretion of the instructor.*

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**UT Dallas Syllabus Policies and Procedures**

The information below constitutes the University's policies and procedures segment of course syllabi and may be referenced by faculty members in their course syllabi.

Please use the following permanent address when referring to this page:  
<http://go.utdallas.edu/syllabus-policies>

### **Sharing Confidential Information**

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 have 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 clergyperson (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 <http://www.utdallas.edu/oiec/title-ix/resources>.

### **Campus Carry**

The University's concealed handgun policy is posted on the campus carry website:  
<https://www.utdallas.edu/campuscarry/>

### **Technical Support**

If you experience any issues with your UT Dallas account, contact the UT Dallas Office of Information Technology Help Desk: [assist@utdallas.edu](mailto:assist@utdallas.edu) or call 972-883-2911.

UT Dallas 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. Please use this link to access the UTD eLearning Helpdesk: <http://www.utdallas.edu/elearning/eLearningHelpdesk.html>.

### **Field Trip Policies, Off-Campus Instruction and Course Activities**

Off-campus, out-of-state, foreign instruction/travel, and course-related field trip activities are subject to state law and University policies and procedures regarding travel and risk-related activities.

Detailed information regarding this policy, in accordance to Texas Education Code, Section 51.950, can be accessed at the UT Dallas Policy Navigator, <http://policy.utdallas.edu/utdbp3023>, and at <http://www.utdallas.edu/administration/insurance/travel>. Additional information is available from the office of the school dean.

### **Student Conduct and Discipline**

The University of Texas System (Regents' Rule 50101) 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 UT Dallas online catalogs (<http://catalog.utdallas.edu>). 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 Student Code of Conduct, UTDSP5003 (<http://policy.utdallas.edu/utdsp5003>). Copies of these rules and regulations are available to students in the Office of Community Standards and Conduct, where staff members are available to assist students in interpreting the rules and regulations (SSB 4.400, 972-883-6391) and online at <https://www.utdallas.edu/conduct/>.

A student at the University neither loses their 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 its standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

### **Academic Integrity**

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.

***Academic Dishonesty:*** Academic dishonesty can occur in relation to any type of work submitted for academic credit or as a requirement for a class. It can include individual work or a group project. Academic dishonesty includes plagiarism, cheating, fabrication, and collaboration/collusion. In order to avoid academic dishonesty, it is important for students to fully understand the expectations of their professors. This is best accomplished through asking clarifying questions if an individual does not completely understand the requirements of an assignment.

Additional information related to academic dishonesty and tips on how to avoid dishonesty may be found here: <https://www.utdallas.edu/conduct/dishonesty/>.

### **Copyright Notice**

It is the policy of the University of Texas at Dallas to adhere to the requirements of the United States Copyright Law of 1976, as amended, (Title 17, United States Code), including ensuring that the restrictions that apply to the reproduction of software are adhered to and that the bounds of copying permissible under the fair use doctrine are not exceeded. Copying, displaying, reproducing, or distributing copyrighted material may infringe upon the copyright owner's rights. Unauthorized distribution of copyrighted material, including unauthorized peer-to-peer file sharing, may subject students to appropriate disciplinary action as well as civil and criminal penalties. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. For more information about the fair use exemption, see <http://copyright.lib.utexas.edu/copypol2.html>. As a UT Dallas student, you are required to follow UT Dallas' copyright policy (UTDPP1043 at <http://policy.utdallas.edu/utdpp1043>) and the UT System's policy, UTS107 at <http://www.utsystem.edu/board-of-regents/policy-library/policies/uts107-use-copyrighted-materials>.

### **Email Use**

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. All official student email correspondence will be sent only to a student's UT Dallas email address and UT Dallas will only consider email requests originating from an official UT Dallas student email account. This allows the University to maintain a high degree of confidence in the identity of each individual's corresponding via email and the security of the transmitted information. The University of Texas at Dallas furnishes each student with a free email account that is to be used in all communication with university personnel. The Office of Information Technology provides a method for students to have their UT Dallas mail forwarded to other email accounts. To activate a student UT Dallas computer account and forward email to another account, go to <http://netid.utdallas.edu>.

### **Class Attendance**

Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. Absences may lower a student's grade where class attendance and class participation are deemed essential by the instructor. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

### **Withdrawal from Class**

The administration at UT Dallas has established deadlines for withdrawal from any course. These dates and times are published in the Comet Calendar (<http://www.utdallas.edu/calendar>) and in the Academic Calendar (<http://www.utdallas.edu/academiccalendar>). It is the student's responsibility to handle withdrawal requirements from any class. In other words, a professor or other instructor cannot drop or withdraw any student unless there is an administrative drop such as the following:

- Have not met the prerequisites for a specific course
- Have not satisfied the academic probationary requirements resulting in suspension Office of Community Standards and Conduct request
- Have not made appropriate tuition and fee payments
- Enrollment is in violation of academic policy
- Was not admitted for the term in which they registered

It is the student's responsibility to complete and submit the appropriate forms to the Registrar's Office and ensure that he or she will not receive a final grade of "F" in a course if he or she chooses not to attend the class after being enrolled.

### **Student Grievance Procedures**

Procedures for student grievances are found in university policy UTDSP5005 (<http://policy.utdallas.edu/utdsp5005>). In attempting to resolve any student grievance regarding disputes over grades, application of degree plan, graduation/degree program requirements, and thesis/and dissertation committee, adviser actions and/or decisions, evaluations, and/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 originated.

### **Incomplete Grade Policy**

As per university policy, incomplete grades may be given, at the discretion of the instructor of record for a course, when a student has completed at least 70% of the required course material but cannot complete all requirements by the end of the semester. An incomplete course grade (grade of 'I') must be completed within the time period specified by the instructor, not to exceed eight (8) weeks from the first day of the subsequent long semester. Upon completion of the required work, the symbol 'I' may be converted into a letter grade (A through F). If the grade of Incomplete is not removed by the end of the specified period, it will automatically be changed to F.

### **Accessibility Services**

It is the policy and practice of The University of Texas at Dallas to make reasonable accommodations for students with properly documented disabilities. However, written notification from the Office of Student AccessAbility (OSA) is required. If you are eligible to receive an accommodation and would like to request it for this course, please discuss it with your professor and allow one week advance notice. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact OSA for a confidential discussion. OSA is located in the Student Services Building, SSB 3.200. They can be reached by phone at 972-883-2098, or by email at [studentaccess@utdallas.edu](mailto:studentaccess@utdallas.edu).

### **Religious Holy Days**

The University of Texas at Dallas will excuse a student from class or other required activities, including examinations and travel time for the observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, of the Texas Tax Code.

Students are encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment.

Excused students will be allowed to take missed exams or complete assignments 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.

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 President of UT Dallas or from the President's designee. The chief executive officer or designee must take into account the legislative intent of *Texas Education Code* 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

### **Resources to Help You Succeed**

The Office of Student Success operates the Student Success Center (SSC, <http://www.utdallas.edu/studentssuccess>), which offers assistance to students in the areas of

writing, mathematics, communication, multiple science fields, reading, study skills, and other academic disciplines. These services are available through individual and small group appointments, workshops, short courses, and a variety of online and instructional technologies. All students enrolled at UT Dallas are eligible for these services.

The **Math Lab** gives short-term and semester long support for a variety of introductory and advanced mathematics courses. Students may drop in to visit with a math tutor on a regular basis. Comet card is required.

The **Writing Center** offers a collaborative learning environment for one-to-one and small group assistance with general and advanced writing assignments and overall writing skills. Scheduling an appointment is strongly recommended, but walk in appointments are possible if a tutor is available.

The **Peer Tutoring** program offers free tutoring assistance in multiple locations for many of the historically challenging undergraduate subjects at UT Dallas. Tutoring sessions, offered every weekday on a drop-in basis, are one-on-one or in a small group format. The sessions are designed to meet students' individual questions and needs related to course/subject concepts. All peer tutors are current UT Dallas students who made an A- or better in the course and have a strong faculty/staff recommendation. Students should check the Student Success Center website each semester for subject offerings and session times.

The **Peer-Led Team Learning (PLTL)** program provides an active, engaged learning experience for students who meet in small groups once a week with a Peer Leader who helps guide them through a potentially difficult gateway course. Students that attend sessions regularly typically earn a half to a whole letter grade higher than students that do not participate in the PLTL program.

**Supplemental Instruction (SI)** provides free, peer-facilitated weekly study sessions for students taking historically difficult courses. SI sessions encourage active, collaborative learning based on critical thinking and transferable study skills. SI leaders attend lectures, take notes, and read assigned material just like the enrolled students. Students should check the SSC website for subject and session times.

The **Communication Lab (CommLab)** offers one-on-one and group consultations where you will gain practical feedback for improving oral and group presentations.

**Success Coaches** are available for individual student appointments to discuss study skills, time management, note taking, test taking and preparation, and other success strategies.

The Student Success Center's main office is located in the McDermott Library Building and can be contacted by calling 972-883-6707 or by sending an email to [ssc@utdallas.edu](mailto:ssc@utdallas.edu).