

Course Syllabus

Instructor Resources

[Registrar's Intranet](#): please log in with your UTD NetID and password to access this site. Information that faculty need about grading, scheduling, and other essential aspects of our responsibilities related to teaching are made available and updated regularly in the Registrar's Intranet. This source of information can only be accessed by logging in with your UTD NetID and password. Many important faculty questions are answered here, and this is information that faculty members are expected to know and understand.

[FERPA Guidelines](#): you will be asked to log in before you access the FERPA Faculty Guidelines webpage on the Registrar's Intranet. If faculty have additional questions about FERPA guidance, please contact the Office of the Registrar at records@utdallas.edu for the proper student consent forms and further instructions. NOTE: Class recordings from prior semesters may be used as long there are no identifiable student information due to [FERPA](#) because instructors will need students' written consent first. Please review your previous class recordings for identifiable student information before using them in the current term. For additional guidance, contact the [Office of the Registrar](#).

[Honorlock](#): Online proctoring tool will be available for fully online courses and for classes with enrolled international students who are not yet in the United States.

[UT System Resources for Creating Accessible Course Content](#): designed to assist faculty with developing course content

Course Information

(course number, course title, term, any specific section title)

Course Prefix, Number, Section: MKT 6349.501

Course Title: MarTech Ecosystem

Term: Fall 25

Professor Contact Information

<i>Professor</i>	Guido Tirone
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<i>Office Location</i>	800 West Campbell Road, SM32, Office 13.303

Course Pre-requisites, Co-requisites, and/or Other Restrictions*(including required prior knowledge or skills)*MKT 6301 or DMMK Student Group

Course Description

This course provides an in-depth exploration of how to build and leverage a customer-centric data ecosystem to deliver personalized, timely, and impactful messages across multiple touchpoints. Students will learn strategies for enhancing brand awareness, driving brand loyalty, and improving customer retention through personalized marketing tactics. A key focus will be on optimizing the MarTech stack to support various marketing goals, including up-sell and customer lifetime value. The course also covers best practices for selecting and integrating external marketing partners, ensuring that organizations can craft the ideal MarTech ecosystem to meet their strategic goals. Through the application of cutting-edge technologies, including Generative AI, students will explore how to automate and scale personalized customer experiences, from dynamic content creation to predictive customer journey mapping.

Generative AI will be highlighted as a transformative tool in the modern MarTech stack, allowing marketers to create adaptive, real-time customer interactions at scale. Students will gain hands-on experience in integrating AI-driven tools for content generation, automated decision-making, and spend optimization, enabling more efficient marketing campaigns. The course combines lectures with insights from industry experts, giving students exposure to real-world MarTech solutions and the future of AI-powered marketing.

Student Learning Objectives/Outcomes

1. Design a Customer-Centric Data Ecosystem: Build and optimize a MarTech ecosystem that collects, integrates, and leverages customer data to deliver personalized marketing messages across multiple channels.
2. Apply Personalization Strategies at Scale: Utilize advanced marketing technologies, including CRM systems, marketing automation platforms, and AI tools, to deliver timely, personalized customer experiences that drive brand loyalty, up-sell, and retention.
3. Integrate Generative AI into MarTech Workflows: Understand the role of generative AI in modern marketing, leveraging AI-driven tools to automate content creation, personalize customer journeys, and optimize marketing decision-making in real-time.

4. **Select and Manage External Marketing Partners:** Evaluate and select external marketing technology vendors and partners, integrating their solutions into the organization's MarTech stack to achieve specific business goals.
5. **Measure and Optimize Marketing Performance:** Use key performance indicators (KPIs) to measure the effectiveness of marketing efforts, including customer engagement, brand awareness, and return on marketing investment. Learn to optimize marketing spend using AI-enhanced analytics and decision-making.
6. **Orchestrate a Multi-Channel Marketing Strategy:** Develop an effective multi-channel marketing strategy that aligns customer data, technologies, and resources to deliver seamless and personalized customer experiences.
7. **Leverage Predictive Analytics for Marketing Optimization:** Use AI-driven predictive analytics to forecast customer behavior, improve segmentation, and make data-driven marketing decisions that maximize campaign success.

Required Textbooks and Materials

None

Suggested Course Materials

None

Assignments & Academic Calendar

(Topics, Reading Assignments, Due Dates, Exam Dates)

WEEK	TOPIC/LECTURE	ASSESSMENT / ACTIVITY	DUE DATE
1 8/27	Introduction to MarTech		
2 9/3	Marketing Automation Tools		
3 9/10	Customer Data Platforms (CDPs) and Data Integration		

4 9/17	Analytics and Insights		
5 9/24	Customer Journey Mapping		
6 10/1	Content Management Systems (CMS)		
7 10/8	Personalization and AI in MarTech		
8 10/15	SEO, SEM and Social Media Tools		
9 10/22	Data Visualization Tools		
10 10/29	Module Exam	Module Exam	10/29
12 11/5	E-commerce and MarTech		
13 11/12	Testing and Optimization Tools		
14 11/19	Marketing Privacy and Future Trends in MarTech		
14 12/3	Group Project Preparation		

15 12/10	Group Project Presentation	Group Project	12/10
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Grading Policy

(including percentages for assignments, grade scale, etc.)

45% Module Exam

45% Group Project

10% Participation

Overall Course Total	Letter Grade
92-100	A
90-91	A-
87-89	B+
81-86	B
79-80	B-
76-78	C+
69-75	C
Less than 69	F

Course & Instructor Policies

(make-up exams, extra credit, late work, special assignments, class attendance, classroom citizenship, etc.)

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 10% penalty per each day of lateness.

Class Materials

The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course, however, these materials are for registered students' use only. Classroom

materials may not be 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](#).

Class Attendance

The University's attendance policy requirement is that individual faculty set their course attendance requirements. Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

Class Participation

Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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](#).

NOTE: if the instructor records any part of the course, then the instructor will need to add the following syllabus statement:

The instructor may record meetings of this course. These recordings will be made available to all students registered for this class if the intent is to supplement the classroom experience. 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.

Off-campus Instruction and Course Activities

(Below is a description of any travel and/or risk-related activity associated with this course.)

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.”

Academic Support Resources

The information contained in the following link lists the University’s academic support resources for all students.

Please see <http://go.utdallas.edu/academic-support-resources>.

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 review the catalog sections regarding the [credit/no credit](#) or [pass/fail](#) grading option and withdrawal from class.

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.