

Course Information

Course Number/Section MKT 6321.OW1
Course Title Interactive & Digital Marketing
Term Summer 2025 (June 2-August 15th)

Professor Contact Information

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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 e-commerce in both B to B and B to C in the chemical, computer, and healthcare industries. He is also the author of a business book, “Breaking Failure” by Financial Times Press, Pearson.

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

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 Recordings may not be published, reproduced, or shared with those, not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility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 Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility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

This course will use Honorlock – *an online exam proctoring tool. To successfully take an exam, you must have a web camera with microphone, a laptop or desktop computer (no tablets/phones), Chrome browser, a reliable internet connection and your UTD photo ID,(using driver license is NOT necessary). You will be prompted to install the Honorlock Chrome Extension (which you can remove after you finish the test). [See privacy policy](#). All the data is encrypted, so only I can see the data collected and will only do so if flagged by Honorlock . Honorlock is GDPR and CCPA compliant which unlike most of the apps on a mobile phone, has very stringent privacy and data collection restrictions. Honorlock can only see you and room during the taking of the exam—which is not that much different than if I were observing students in person. You will then access the exam within your eLearning course and go through the authentication process. The web camera will monitor you throughout your test. Please see the [Testing Guidelines](#) and [Support Information](#) for additional information.*

It is your responsibility to familiarize yourself and test Honorlock on your system before the exam. If your system does not work with Honorlock, please immediately explore upgrading, borrowing, or renting a computer that works with Honorlock. If you technically do not know how to use Honorlock, make sure you allow enough time to learn. As a graduate student, it is expected that you have some baseline computer proficiency or have the capability to learn it. Tens of thousands of students have taken exams using Honorlock with no issues at UTD.

Exams are individual (no help allowed), closed book and no extra devices are allowed beyond the computer that is used to take the exam. To benefit from the convenience of using Honorlock, you must follow and abide by these simple rules detailed in eLearning—they consist of not getting assistance from any person, doing a 360-degree room scan at the beginning of the exam, not attempting to use any device or notes, this is a closed book exam, and maintaining your face and body as shown in the examples in eLearning-this naturally includes NOT closing your browser or turning the camera off. **Failure to follow these rules including intentionally closing the browser or camera will result in a 3 to 10-point exam deduction at my sole discretion.** These penalties for not following exam requirements and instructions does not imply but also does not preclude a referral for academic dishonesty. However, intentionally closing the browser or camera will result in an academic dishonesty referral.

Tips

1. Connect any wireless device with an Ethernet cable to your router
2. Turn off your phone
3. Make sure you are not running on battery only, plug in your computer
4. Take any bathroom breaks you need before the exam
5. You can have water or other drinks while taking the exam
6. Remove mirrors, pictures or any clutter directly behind you, this can trigger a proctor alert which means your exam gets paused.

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](#).

Course Pre-requisites, Co-requisites, and/or Other Restrictions: None

Course Description

The Internet continues to alter the way marketing is conducted. Most companies use the Internet as a part of their overall marketing strategy. The objective of this course is to train students to effectively market their products using the Internet as an integrated component of their overall marketing efforts. Students will be exposed to the new concepts, technologies, opportunities, and limitations of these platforms in conducting e-marketing and e-commerce. Topics that will be covered include e-business strategy, understanding online consumer behavior, PPC, SEO, video and social TV, social media, mobile, email, web analytics, and other online marketing tactics.

Student Learning Objectives/Outcomes

Upon completion of this course, students are expected to learn the following:

- Appraise and discriminate the strengths and weaknesses of the main digital platforms such as search, social media, mobile, and email.
- Explain and select for a real-world case study, actionable digital strategies and tactics with emphasis on applying direct marketing concepts such as a Return on Promotion and the 40/40/20 rule
- Be able to judge for a given situation the value of web analytics and which metrics are important.
- Formulate a comprehensive digital marketing plan and digital audit for a company
- Use a Generative AI platform to complete a marketing assignment

Recommended Textbooks and Materials

None

I highly recommend that you subscribe to for information to advance your digital career-not for class:

- <http://www.searchengineland.com/>
- www.socialmediaexaminer.com
- <https://www.clickz.com>

Textbooks and some other bookstore materials can be ordered online through Off-Campus Books or the UT Dallas Bookstore <http://www.bkstr.com/texasatdallasstore/home>. They are also available in stock at both bookstores.

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 <https://ets.utdallas.edu/elearning/students/current/getting-started>.

Course Access and Navigation

The course can be accessed using the UT Dallas NetID account at: <https://elearning.utdallas.edu>. Please see the course access and navigation section of the site <https://ets.utdallas.edu/elearning/students/current/getting-started> for more information.

To become familiar with the eLearning tool, please see the Student eLearning Tutorials <https://ets.utdallas.edu/elearning/students/current/tutorials>.

UT Dallas provides eLearning technical support 24 hours a day/7 days a week. The eLearning Support Center <https://ets.utdallas.edu/elearning/helpdesk> services include 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 eLearning Tutorials webpage <https://ets.utdallas.edu/elearning/students/current/tutorials> 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 AccesAbility, and many others. Please see the eLearning Current Students page <https://ets.utdallas.edu/elearning/students/current> for details.

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 <https://ets.utdallas.edu/elearning/helpdesk>. The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Assignments & Academic Calendar-all due dates are based on Central Standard Time

Topic	Due date Summary
Quizzes	Usually weekly and due on Mondays, see the following pages for a detailed schedule
Sign up into groups	Sign up into Groups by 6/09 Purchase license by 6/09
Kickoff webinar simulation-recorded	Recorded webinar released 6/10
Simulation Project due	6/30 Monday by midnight
Mid-term test	Monday 7/07 starting at 5:00 pm and completed by 9:00 pm See the use of Honorlock , option to go to test center in person
SEO/PPC homework	7/21 Monday by midnight
Individual AI assignment	08/04 Monday by midnight
Final Exam	08/15 starting at 5:00 pm and completed by 9:00 pm Central Time using Honorlock (option to take at test center)

Academic Calendar

Week Of	Module or Lecture	Topic	Assessment/ Activity and due dates
6/2	1	<p>Course access, self-orientation, and Professor introduction.</p> <hr/> <p>Introduction to Digital Strategy, Market Research and Conversion and LTV metrics</p>	<p>Syllabus & Quiz 1 to be completed by 6/09 Complete self - introductions and sign up into Groups by 6/09 Purchase INDIVIDUAL license by 6/09</p> <p><i>(To allow emails please Safelist StratX Simulations administration@emt.stratxsimulations.net)</i> Please note, All sales are final. There are no returns or refunds. Please click here, to access our terms & conditions.</p> <ol style="list-style-type: none"> 1. Go to https://shop.stratxsimulations.com/ (If nothing happens, copy and paste the link in a new browser) 2. Enter the file number: P6800139 3. Tick that box indicating you are not a robot and click ENTER 4. Verify the order and register on the ecommerce site 5. Complete the order process 6. Once your payment has gone through a window will open with your PAK. An email will also be sent to the email address you used, please check your spam/junk folder if you do not receive it within 30 minutes. <p>You may obtain your invoice by going to shop.stratxsimulations.com login and entering your email and password you used to make the purchase of your license, then click ACCOUNT to access your invoices. If students run into any issue when ordering, they may send us a support ticket.</p>
6/09	2	<p>Usability E-mail marketing</p>	<p>Self-Quiz to be completed by 6/16</p> <p>Complete self -introductions and sign up into Groups by 6/09 Purchase license by 6/09</p>
6/10 webinar kickoff recorded –	<p>Simulation webinar will be prerecorded, your team must run 5 simulations during this 14 day window. You can decide on which days to run it and finish the simulation, however the final simulation must be completed by 6/30 by midnight. Also students will be in teams of 4 to maximum 5 students each. The amount of time needed for this assignment is approx. 8-10 hours per student, which includes the required readings and preparation. Details on elearning under Group project simulation. See grading rubric.</p>		
6/16	3	<p>Search engine optimization OPTIONAL (MOZ SEO guide recommended)</p>	<p>Self-Quiz to be completed by 6/23</p>
6/23	4	<p>Paid Search</p>	<p>Self-Quiz to be completed by 6/30</p>

6/30	5	Audiences & New echnologies	Self-Quiz to be completed by 7/07 Simulation must be completed
07/07		MID-TERM EXAM window opens (Covering Modules 1-5)	Online 40 minute multiple choice test starting at 5:00 pm and completed by 9:00 pm See the use of Honorlock
7/07	Start working on Homework which is due by Monday 7/21 by 11:59 pm. You must upload it to eLearning> assignments folder as a PDF (points off if this requirement is not followed)		
07/07	6	IoT, Mobile behavior, apps	Self-Test for module 6 to be completed by 7/14
07/14	7	Mobile marketing: SMS, Push notifications, ecommerce, and M-payments	Self-Quiz to be completed by 7/21
07/21	Work on Individual AI assignment- see details in elearning folder AI assignment” upload pdf to assignment folder due 08/4		
07/21	8	Social Media: Overview & best practices and Online reputation management	Self-Quiz to be completed by 7/28
07/28	9 & 10	Social Media tactics, platform overview-FB, Instagram, Pinterest, podcasts, blogs, and others. TV, Gamification, and Video	Self-Quiz to be completed by 08/04
08/04	11	Marketing automation, big data & web analytics	No Self-Quiz- end of modules AI HW due
August 15 starting at 5:00 pm and completed by 9:00 pm Central Time. 50 minutes			FINAL EXAM:using Honorlock

Turnitin eLearning Assignment Submission Instructions

The term project assignment(s) will be submitted and examined through the integrated plagiarism detection tool called Turnitin. Please find the Turnitin assignment submission link on the designated course page and click to view it. Please follow the on-screen instruction to view the assignment information and to submit your assignment. (Note: only one single file may be submitted. Some common file types accepted are: Word, HTML, PDF, TXT and RTF.) For this class, please submit as a Word document. You can go back to the Turnitin assignment page to Course Syllabus Page 6 view your

submission and check the feedback when it becomes available. If instructor chooses to release the Originality Report (showing the percentage of similarity match and the sources detected), you will also be able to view it. For more information and assistance on using Turnitin, please go to:

<https://www.turnitin.com/self-service/support-wizard.html>

Grading Policy

Topic	Weight	Details
SEO/PPC homework	20%	An assignment requiring a Usability, SEO, and PPC exercise, so that you get some hands-on experience
Mid-term test	20%	Online test (Lectures 1 – 5) ~ see timetable for duration Will use Honorlock lockdown browser for remote online exam
Simulation	20%	Online simulation by group
AI assignment	10%	AI HW assignment
Final Exam	30%	The final exam will be partly cumulative (more details as we get closer to the final exam), closed book, using Honorlock
Total	100%	

Overall Course Total	Letter Grade
92-100	A
90-91	A-
87-89	B+
82-86	B
79-81	B-
77-78	C+
68-76	C
Less than 68	F

OPI Simulation Points	Grade
>2300	100
2250-2299	99
2200-2249	98
2150-2199	97
2100-2149	96
2050-2099	95
2000-2049	94
1950-1999	93
1900-1949	92
1850-1899	91
1800-1849	90
1750-1799	89
1700-1749	88
1650-1699	87
1600-1649	86
1550-1599	85
1500-1549	84
1450-1499	83
1400-1449	82
1350-1399	81
1300-1349	80
1250-1299	79
1200-1249	78
1150-1199	77
1100-1149	76
1050-1099	75
1000-1049	74
950-999	73
900-949	72
850-899	71
800-849	70
750-799	69
700-749	68
650-699	67
600-649	66
<599	65

Overview of How This Course is structured

- There are a total of 11 Lecture Modules each followed by a Self-Test Module quiz.
- There is a stand-alone Homework module separate from quiz-based modules-there is no quiz only a Homework deliverable
- Each Lecture Module with its corresponding quiz should be completed within a weeklong window (see course calendar).
- Access to each Lecture Module can be gained only after the timely completion of the previous Module and self-quiz.
- Each student will be provided 1 manual extension (for a missed module quiz) during the Course/semester in fairness to other students. Any student needing additional manual extensions will be penalized 1 point for each extension
- There will be an online midterm and final exam timed and using browser lockdown
- Course also requires a simulation project
- There is a mandatory individual AI assignment

Assignments

There is a SEO & Ads Homework that can be done during a multi-week period, see the due date in the syllabi calendar. The video assignment walks you step by step in how to do SEO and Ads using free tools.

Group Projects

See Timetable, there will be a group simulation

Confidential peer evaluation: Complete online via the survey link provided in eLearning

The purpose of this evaluation is to measure the contribution of each member to the group effort. Each member will rate the relative contribution of all members in the group. You should be honest and impartial in your evaluations. The instructor reserves the right to adjust and/or discard evaluations and deductions that are extreme, questionable or based on personality conflicts. If at least 50% of the group agrees to a point deduction for a specific student, that student will be given a chance to respond to the instructor-the best defense is to show quality work submitted to the team and having attending all meetings and requests.

Each student should on their own decide how many points should be deducted from the project grade that the rest of the team will receive(since often you do not know the final grade make an assumption; this deduction can be anywhere from 10 up to 100 points). The minimum point deduction is 10, there is no point in going through this process for a 5 point deduction. If at least 60% of the team states that the team member contributed nothing and I verify this, that student will get an F on the project. Usually for poor quality or late work 15-30 point deductions are the norm.

The penalty will be the average decided by the group, if for example, one team member says student X deserves a 10 point deduction, another says student X deserves a 20 and the 3rd team member says student X deserves a 30 point deduction, then the deduction will be 20 points from the group grade.

Group assignment submission instructions: Groups will submit their group presentation, thru dropbox assignment link (in the required file format with a simple file name and a file extension) by using the Assignment Dropbox tool on the course site. One group member will submit the assignment for the group and all group members will be able to view the results and feedback once it has been graded. Please see the Assignments link on the course menu or see the icon on the designated page. You can click each 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.

You will also be provided on the project due date with a confidential survey link where you will rate the performance of your fellow team members

Assignment submission instructions

Locate the assignment in your eLearning course. You will submit your assignments in the required file format with a simple file name and a file extension. To submit your assignment, 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 at different times after the assignment is due. Once deactivated usually after 5 business days, late assignments will not be accepted. 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. For any group assignments, one group member will submit the assignment for the group and all group members will be able to view the results and feedback once it has been graded.

Online Tests/Quizzes

Each lecture module will be immediately followed by a Self-Quiz quiz. The quiz is NOT meant to prepare you for the midterm or final exam (although it doesn't hurt) –preparing for an exam requires a lot more studying than what is required for these quizzes. The main objective of the quizzes is to make sure you have stayed up to date reading the lectures. The reason for this policy is that students who does not stay up to date with the lectures and crams during the last say 2 weeks will be a POOR and UNINFORMED contributor to the group project. Each quiz consists of 9 multiple-choice questions. 8 out of 9 questions must be correctly answered *before the next lecture module can be released per the schedule on the syllabi calendar*. Please go back and review parts of the module and re-answer the missed questions correctly to proceed to the next module Final Examination. There is a one-point deduction for every late quiz (first late quiz has no penalty).

Midterm and Final

Details in class announcement and in syllabi timetable. 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.

Students who wish to challenge or question the grade in an exam or other assignment must do so within 7 calendar days after the respective due date in the syllabus. However, if the assignment is turned in late, the 7-day deadline starts with the syllabus due date, and not with the date it was turned in.

Make sure you are using a high-speed connection and test it before starting the exam, there is no excuses given for slow connections during the exam.

Course Policies

Make-up Exams

There are NO make-up exams allowed unless you have a dire and serious emergency and in those cases most present documented proof such as a physician's note. It is at the sole discretion of the instructor to determine if the emergency warrants an extension and makeup exam.

Extra Credit

There is no extra credit in this course beyond what is posted in the Homework assignment.

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 (exceptions will be noted next to a respective assignment if applicable)**. *Make-up exams* You are required to take each exam. **A make-up exam or assignment is only permitted with a written doctor's excuse or under a documented extreme personal situation.** Unfortunately, a large percentage of notes are fraudulent: please make sure they are dated, show the physician's name and contact information including their address and phone. If you have a legitimate or extraordinary scheduling conflict and must miss an exam, please contact me IMMEDIATELY upon knowing the conflict. Documentation is required in all instances; faculty is allowed to make only individual exceptions based on documented medical or extreme circumstances. I will make every effort to schedule a make-up exam. Waiting more than 10 days from the date of the excused event to notify me will result in no make up being allowed

Class Participation

Students are required to login regularly to the online class site. The instructor will use the tracking feature in eLearning to monitor student activity. Students are also required to participate in all class activities such as any discussion board, chat or conference sessions and group projects. Class participation is important and will certainly be taken into account in the case of students on the borderline between two grades. Group project work is where a lot of that participation will take place Synergy in team dynamics & equitable contribution by members are integral to all successful group projects in business as well as in academics. A peer evaluation by group members will therefore be used.

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:

<https://ets.utdallas.edu/elearning/helpdesk>, 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

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 <https://www.utdallas.edu/oiec/title-ix/resources/>.

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 go to [Academic Support Resources](#) webpage for these policies.

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 <https://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.