

Digital and Internet Marketing (MKT 4330.001 / ENTP 4335.001) – Spring 2026

Mondays & Wednesdays | 1:00pm – 2:15pm
JSOM 1.212 | Face-to-Face
First Class: Wednesday, January 21, 2026
Spring Break: Week of March 16 (No Class March 16 & 18)

Professor Contact Information

Instructor: Wes Durow
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Office Hours: By appointment

Course Pre-requisites

MKT 3300

Course Description

This course introduces students to the strategy and execution of digital and internet marketing. Students will explore how organizations use digital platforms to drive awareness, engagement, lead generation, and customer retention. Topics include web design, search engine optimization, paid search, social media strategy, mobile marketing, email marketing, and web analytics.

Students will gain hands-on experience through simulations, platform tools, and applied exercises that mirror real-world digital marketing environments.

Student Learning Objectives

Upon successful completion of this course, students will be able to:

1. Define and evaluate the key components of a digital marketing strategy.
 2. Create and assess digital campaigns using best practices in SEO, paid search, AI search, and social media.
 3. Compare and apply best practices across digital platforms, including mobile, email, and analytics.
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Textbook Resource

Digital Marketing Essentials & Digital Marketing Simternship
Larson & Draper | Stukent
Required Texts

Digital Marketing Essentials & Digital Marketing Simternship | Larson|Draper

Provider: Stukent

Order: <https://join.stukent.com/join/294-C8D>

Course Schedule

Unit 1: Foundations of Digital Marketing

Wed Jan 21 - Digital Marketing Foundations

How the internet works; traffic types; cookies; URLs; IP addresses; AIDA; website objectives

Mon Jan 26 - Web Design (Desktop & Mobile)

UX principles; mobile-first design; landing page best practices

Wed Jan 28 - Analytics

Metrics, KPIs, dashboards; Google Analytics fundamentals; conversion tracking

Mon Feb 2 - On-Site SEO

Keyword placement; content optimization; technical SEO basics

Wed Feb 4 - Guest Speaker + Exam 1 (Covers Jan 21-Feb 2)

Mon Feb 9 - Class Checkpoint #1

Simternship / Google Certification / Final Presentation Working Session

Unit 2: Search, GEO, and Paid Media

Wed Feb 11 - Off-Site SEO & Simternship Round 1 Due

Backlinks; authority; link-building; reputation signals Feb 11

Mon Feb 16 - GEO vs. SEO: The Future of Search Visibility

GEO momentum; AI answer engines; zero-click; strategy shifts; implications

Wed Feb 18 - Paid Search Marketing & Simternship Round 2 Due

Google Ads structure; bidding strategies; Quality Score

Mon Feb 23 - Online Advertising

Display; programmatic; targeting; retargeting

Wed Feb 25 - Guest Speaker + Exam 2 (Covers Feb 4-Feb 23)

Mon Mar 2 - Class Checkpoint #2 & Simternship Round 3 Due

Simternship / Google Certification / Final Presentation Working Session

Unit 3: Email, Social, and Reputation

Wed Mar 4 - Email Marketing

List building; segmentation; automation

Mon Mar 9 - Social Media 1 & Simternship Round 4 Due

Platform overviews; content planning; organic engagement

Wed Mar 11 - Social Media 2 & Group Assignment Paper Due

Social advertising; influencer strategy; analytics

*****SPRING BREAK - WEEK OF MARCH 16*****

Mon Mar 23 - Online Reputation Management & Simternship Round 5 Due

Reviews; crisis response; monitoring tools

Wed Mar 25 - Guest Speaker + Exam 3 (Covers Feb 25-Mar 23)

Mon Mar 30 - Class Checkpoint #3 & Simternship Round 6 Due

Simternship / Google Certification / Final Presentation Working Session

Unit 4: Mobile, Strategy, AI, B2B and Legal Considerations

Wed Apr 1 - Mobile Marketing

Mobile ads; app-based marketing; SMS; location-based tactics

Mon Apr 6 - Digital Strategy

Integrating channels; budgeting; customer journey mapping

Wed Apr 8 - Artificial Intelligence for Digital Marketing

AI targeting; predictive analytics; AI content; ethics; future of AI

Mon Apr 13 - B2B Digital Marketing & Google Ads Search Certification Due

ABM; CRM integration; LinkedIn strategy; pipeline metrics

Wed Apr 15 – Legal Considerations for Digital Marketing

Including privacy laws, advertising and FTC rules, intellectual property, email/SMS compliance, and emerging AI-related regulatory issues.

Mon Apr 20 - Guest Speaker + Exam 4 (Covers Mar 25-Apr 15)

Wed Apr 22 - Working Class Checkpoint #4

Simternship / Google Certification / Final Presentation Working Session

Unit 5: Final Presentations

Mon Apr 27 & Wed Apr 29 - Final Presentation Dry Runs

Mon May 4 & Wed May 6 - Final Presentations

Group Assignment: B2B Digital Relevance Analysis & Readout

Overview: In teams of three, students will select a B2B product or service from a real company (e.g., SaaS platform, industrial equipment, logistics provider, cybersecurity solution, consulting service, etc.). Each team member will take responsibility for one of three analytical lenses, producing:

- A 2-3 page individual paper (double-spaced, excluding exhibits)
- One corresponding PPT slide summarizing their findings
- A combined 6-minute team presentation delivered during the final week of the semester

This assignment is intended to mirror the analysis workflows of real-world consulting and agency firms.

Team Roles & Deliverables: Each team assigns one member to each topic:

1. Digital Footprint Audit (.com, Mobile, Apps) - Analyze the company's current digital presence:

- Website structure, UX, clarity of value proposition
- Mobile experience (responsiveness, speed, navigation)
- App presence (if applicable): purpose, ratings, functionality
- Strengths, gaps, inconsistencies, and missed opportunities

2. SEO vs. GEO Ranking Assessment - Evaluate how the company performs in:

- Traditional SEO (keyword visibility, SERP ranking, backlinks, content optimization)
- GEO (Generative Engine Optimization): visibility in AI answer engines (ChatGPT, Gemini, Perplexity, Bing Copilot, etc.)
- Differences between SEO and GEO performance
- Implications for discoverability and lead generation

3. Recommendations to Improve Digital Relevance - Provide strategic, evidence-based recommendations:

- Website and mobile improvements (including use of AI agents)
- Content strategy enhancements
- GEO-ready content and structured data
- Paid media or retargeting opportunities
- B2B-specific funnel improvements (lead capture, nurturing, CRM integration)

Final Team Presentation: Each team will deliver a 6-minute executive readout synthesizing the three analyses into a cohesive narrative. The presentation should be concise, visual, and insight-driven just like a real client briefing.

Rubric: Individual Paper (200 points)

<u>Category</u>	<u>Points</u>	<u>What Excellent Looks Like</u>
Depth of Analysis	60	Demonstrates strong understanding of B2B digital strategy; uses evidence, examples, and clear reasoning.
Use of Frameworks & Course Concepts	40	Applies models from class (AIDA, funnel, GEO vs. SEO, UX principles, etc.) both accurately and insightfully.
Clarity & Organization	40	Logical structure, strong transitions, clear argumentation, professional tone.
Quality of Insights	40	Offers original, actionable, and well-supported insights rather than surface-level observations.
Writing Quality & Mechanics	20	Polished writing, correct grammar, proper citations, clean formatting.

Rubric: Final Presentation (200 points)

<u>Category</u>	<u>Points</u>	<u>What Excellent Looks Like</u>
Synthesis Across All Three Topics	50	Presents a unified story rather than three disconnected mini-reports.
Clarity & Executive Presence	40	Clear, confident delivery; stays within time; strong pacing and transitions.
Slide Quality	40	Clean, visual, minimal text; communicates insights effectively.
Insightfulness & Strategic Rigor	50	Recommendations and conclusions show depth, originality, and B2B relevance.
Team Coordination	20	Smooth handoffs, balanced speaking roles, cohesive narrative.

Submission Requirements:

- Individual papers and draft submitted to eLearning by end of day on Wednesday, March 11
 - Team slide deck submitted as a single file prior to final presentation delivery
 - 6-minute presentation delivered in class during last week of course
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Grading Policy

Component	Points	% of Grade
Participation / Assignments	100	10%
Exams	200	20%
Midterm Paper	200	20%
Simternship	200	20%
Google Ads Certification	100	10%
Final Presentation	200	20%
Total	1000	100%

Participation/Assignments – 100 points (10% of final grade): Class participation is central to our collective learning process. Further, in most class sessions, you will have a deliverable (either as part of a team or individually) that will count toward your participation grade. Deliverables must be submitted during the time designated by the instructor, either during class or at the end of class. Related videos and articles for that week will be posted in eLearning.

Exams – 200 points (20% of the final grade): There will be four exams with 25 questions each. For all exams, no collaboration is allowed but you may use a 3x5 notecard as reference. Exam #1 will take place during regular class time on February 4. Exam #2 will take place during regular class time on February 25, followed by Exam #3 on March 25, and Exam #4 on April 20. These exams span information covered via Stukent, directly in class, including elements from the PowerPoint slides, handouts, articles, videos, and guest speakers. Exams will only include content covered prior to the test and no content from a prior exam will be included in subsequent exams. A make-up exam is only permitted due to illness, documented university conflict (e.g. extracurricular travel for another course or activity) or under an extreme personal situation. If you have a legitimate or extraordinary scheduling conflict and must miss an exam, please see me IMMEDIATELY upon knowing the conflict. I will make every effort to schedule a make-up exam.

Simternship – 200 points (20% of the final grade): You will complete 6 rounds of the Stukent Digital Marketing Simternship, managing digital marketing campaigns for Buhi Supply Co. This includes overseeing a \$100,000 simulated ad budget, creating and optimizing PPC and display ads, refining SEO strategies, conducting keyword research, and optimizing landing pages. You will receive real-time performance feedback to guide improvement.

Key skills and tasks include:

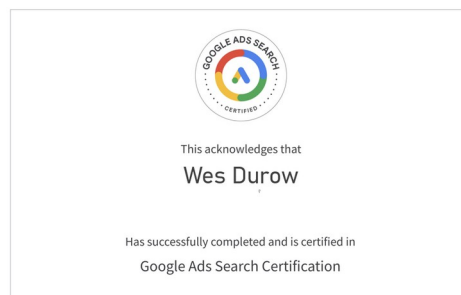
- Strategically prioritizing, selecting, and optimizing keywords.
- Allocating budgets effectively to maximize profits.
- Interpreting vanity metrics (impressions, clicks) in context with campaign value.
- Organizing, creating, and optimizing search and display ads.
- Calculating and applying KPIs (e.g., ROI) and knowing when to prioritize them.
- Using digital tools and tactics to improve campaign performance.
- Performing A/B testing for retargeting strategies.
- Conducting landing page optimization.

Simulation guidelines:

- 6 rounds total: Rounds 1–3 focus on generating clicks; Rounds 4–6 focus on generating revenue.
- Keep a decision log explaining your choices each round and reflecting on their impact.
- Each round is graded separately based on its main objective, with detailed scoring rubrics available in eLearning.

Google Ads Search Certification – 100 points (10% of the grade): Study for and take Google Ads Search Certification due on April 13, 2026 at 11:595M.

- This will be self-paced, but the activities you complete in the Digital Marketing Simternship will greatly aid you.
- Google’s official training modules (3 hour and 40 minutes) are strongly recommended before attempting the exam.
- The assessment is 50 questions, with a 75-minute time limit.
- The certification and training are managed through Skillshop. Enrollment links are as follows:
 - [About](#) Google Ads Search Certification
 - [Skillshop](#) Page
 - [Enroll](#) Page
- Passing the exam (80% or higher) earns full credit, regardless of the score.
- Upload a screenshot of your official certificate (not just the score) to eLearning as a PDF.
 - Minus 3 points if not submitted as a PDF and minus 5 points if you only submit the score instead of the certificate.
- If you did not pass, you can retake the assessment one day later – it will be a 10 points deduction if the assignment is late and an additional 10 points for each subsequent week it is late.
- If you never pass the exam provide a screenshot PDF of your score and that score will be used for your grade. If you score a 65 then that will be your grade.
- Example of a screenshot of the certificate is shown below:



One important note on the Google Ads certification - it will use your Google profile name associated with your email as the name on the certificate. I suggest creating a new Gmail account for this exercise and making sure the first and last name in your profile matches the name in the class roster.

Paper/Group Assignment/Attendance/Peer Review – 500 points (Remaining half of your grade): Your individual paper accounts for 200 points/20% of your grade and directly supports your final group project. The collective group presentation represents 200 points/20% of your final grade. Your class attendance and group project peer review represent the final 100 points/10% of your grade.

Grading Scale

97 – 100	A+
94 – 96	A
90 – 93	A-
87 – 89	B+
84 – 86	B
80 – 83	B-
77 – 79	C+
74 – 76	C
70 – 73	C-
60 – 69	D
Below 60	F

Course Policies

- **Class Materials:** Classroom materials cannot be reproduced or shared with those not in class or uploaded to other online environments except to implement an approved AccessAbility Resource Center accommodation. Failure to comply with these University requirements is a violation of the Student Code of Conduct.
- **Class Attendance:** Regular and punctual class attendance is expected. Two or more unexcused absences eliminate one's ability to receive the 40 participation points.
- **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. Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus.
- **Class Recordings:** Unless the AccessAbility Resource Center 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 AccessAbility Resource Center 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. 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.
 - **Code of Conduct:** If a student uses content from other sources, a proper reference citation is required.
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COVID-19 Guidelines and Resources: Students who have tested positive for COVID-19 or may have been exposed should follow the university guidelines listed [here](#).

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 will be answered within 3 working days under normal circumstances.

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 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.

