

Course Syllabus

[MKT 6321.0W1](#)

The University of Texas at Dallas

[Course Info](#) | [Tech Requirements](#) | [Access & Navigation](#) | [Communications](#) | [Resources](#)
[Assessments](#) | [Academic Calendar](#) | [Scholastic Honesty](#) | [Course Evaluation](#) | [UTD Policies](#)

Course Information

Course

Course Number Section	MKT 6321.0W1
Course Title	INTERACTIVE & DIGITAL MARKETING
Term and Dates	Fall 2014 (Aug 25 - Dec 18)

Professor Contact Information

Professor	Alexander Edsel & Ernan Haruvy
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Office Location	SOM 3.609
Online Office Hours	By appointment

About the Instructor

Prof. Edsel has taught marketing courses over the past 12 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 ecommerce in both B to B and B to C in the chemical, computer and healthcare industries.

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

MKT 6301

Course Description

The Internet continues to dramatically alter the way marketing is done. In fact, 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 the 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:

- Understand how to develop a digital strategy and apply direct marketing concepts such as a Return on Promotion and the 40/40/20 rule

- Understand the main digital platforms such as search, social media, mobile and email including their strengths and weaknesses.
- How to analyze current digital marketing efforts and make actionable recommendations
- Develop a digital marketing plan
- Understand the value of web analytics and which metrics are important.

Required Textbooks and Materials

[eMarketing The essential Guide to Digital Marketing by Rob Stokes, Sarah Blake, Quirk Education](#)
[Download from this website/download Suggested Course Materials](#)

Subscribe to:

- <http://www.searchengineland.com/>
- <http://www.emarketingandcommerce.com>
- <http://www.mobilepaymentstoday.com/>

Overview of How This Course is Structured

- There are a total of 11 Lecture Modules each followed by a Self -Test Module quiz.
- Each Lecture Module with its corresponding quiz should be completed within a weeklong window Mon-Sun (see course calendar).
- Access to each Lecture Module can be gained only after 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 test and a proctored (paper and pencil) final exam.
- Course also requires a group research topic presentation.
- Class discussion (required) for topics to be posted by the instructor

Academic Calendar

For details on add/drop dates and other important milestones please refer to the appropriate academic calendar located at the [UT Dallas Academic Calendar webpage](#)

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. There is no reason for midterm makeup exam given that exam is online

In addition all Final make up exams will be conducted AFTER the class exam has been conducted; the exam will be a different version and any curve applied to the final exam will NOT applied to make up finals unless a medical emergency. Too many students are requesting for their convenience alternate dates which makes grading more cumbersome and is unfair to students not requesting alternate dates.

Extra Credit

There is no extra credit in this course.

Late Work: Please ensure all assignment submissions are made on time. In fairness to the other groups, late submissions will be penalized **10 points per day**.

Special Assignments

A discussion forum will be provided where students must enter up to 2 discussion entries (comments/observations, etc) on a designated discussion topic. Please keep in mind that quality but not quantity is the important grading criteria for the discussion participation.

Discussion Guidelines:

- Make timely posts in the assigned discussion topics and group presentation topics and follow the guidelines of the posting numbers
- Post original messages with a clear subject line and of appropriate length
- Respond to instructor questions and other students' postings. Engage in polite and constructive dialogue
- Contributions should be well researched, considered, insightful and relevant to the discussion topic, and
- Demonstrate an understanding of the concepts and be able to appropriately apply concepts and ideas from course content to online discussions.

Class Participation

Students are required to login regularly to the online class site- at least once every 5 days. The instructor and his TA will use the tracking feature in eLearning to monitor student activity. Students are also required to participate in all class activities such as discussion board activities 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. 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: <http://www.utdallas.edu/elearninghelp>, 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.

[Top](#)

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](#).

[Top](#)

Course Access and Navigation

This course was developed using a web course tool called eLearning. It is to be delivered entirely online. Students will use their UTD NetID account to login at: <http://elearning.utdallas.edu>. Please see more details on [course access and navigation information](#).

To get familiar with the eLearning tool, please see the [Student eLearning Tutorials](#).

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. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

[Top](#)

Communications

This eLearning course has built-in communication tools which will be used 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](#) for video demonstrations on numerous tools in eLearning.

Interaction with Instructor

The instructor will communicate with students mainly using the Announcements and Discussion tools. Students may send personal concerns or questions to the instructor using the course Email tool. General questions which are not of a personal nature should be posted in the “Ask the Professor” Board or Forum. The instructor will reply to student emails or Discussion board messages within 3 working days under normal circumstances.

[Top](#)

Student Resources

The following university resources are available to students:

UTD Distance Learning:

<http://www.utdallas.edu/elearning/students/cstudents.htm>

McDermott Library:

Distance Learners (UTD students who live outside the boundaries of Collin, Dallas, Denton, Rockwall, or Tarrant counties) will need a UTD-ID number to access all of the library’s electronic resources (reserves, journal articles, ebooks, interlibrary loan) from off campus. For UTD students living within those counties who are taking online courses, a Comet Card is required to check out materials at the McDermott Library. For more information on library resources go to <http://www.utdallas.edu/library/distance.html>.

Student Assessments

Grading Information

Weights

Class Discussion	10%	Online discussion and comments pertaining to the specifically announced class discussion topics which will be posted shortly before and then the second post will be shortly after the midterm
Mid-term test	20%	Online test (Lectures 1 – 6) ~ 60 minutes
Final Exam	35%	The final exam will be partly cumulative (more details as we get closer to the final exam), closed book and proctored.
Digital Group Project	35%	30-40 PowerPoint slide report
Total	100%	

Grading Scale

Overall Course Total	Letter Grade
92 – 100	A
90 – 91	A-
86 – 89	B+
82 – 85	B
79 – 81	B-
75 – 78	C+
68 – 74	C
Less than 68	F

Grading Policy No more than 40% of the class will make an A in this course.

Accessing Grades: Students can check their grades by clicking “My Grades” on the course menu after the grade for each assessment task is released.

Assignments

Group Project

Groups will be assigned at the beginning of the course and will be announced under the Announcement section. The instructor may also use a group sign-up sheet to form groups for group assignments or projects. A private discussion area will be set up on the discussion board for internal group communications. A group chat room can also be created for each group to use. A web conference system is available for use. Teams can schedule a live web conference for team work. Please see the [Web Conferencing page](#) - for instructions on making a reservation and other web conference information.

Groups must submit a copy of the presentation to the instructor using the Assignment Dropbox tool for grading.

A Project Powerpoint presentation will be due from each group. Each group will submit a 30-40 slide PowerPoint on a company topic to be assigned at the beginning of the semester. No additional written report is required for the group project.

More information will be posted to the class on the discussion board. However the general format will be a digital marketing plan where a team will be analyzing, critiquing and making recommendations for an existing company about their digital marketing. Use what we covered in each lecture to complete each section of the project. **Your paper MUST follow the sequence shown below!**

I am looking for some level of creativity, uniqueness and application of relevant concepts. Do NOT dedicate slides to lecture type material such as describing the value of email or why social media is important- assume the client knows this-focus on the specific situation at hand analyzing, critiquing and making recommendations specific to this company and industry.

Group Project weights by topic area		Weights
1	Executive summary: key issues and problems that need to be resolved in this market (and for the product and service) to be successful.	5%
2	Digital Market Research: use any relevant tools and platforms discussed in lectures. This should be not necessarily specific to say social media but to the company and industry being analyzed and to the digital environment for that industry and company	10%
3	Propose an overall marketing strategy: use the relevant strategic tools discussed in class - what target market/products should they focus on, why? What are tools that help you decide between several products to offer or markets to pursue?	10%
Tactics/Campaigns/Analysis		
4	Web usability and best practices- critique the website from a usability point of view using instructions to be provided and from the lecture. This should be for mobile and desktop do not do mobile usability in section 8-this is where it is done. Use the excel checklist to be provided in elearning.	10%
5	Search Engine Optimization recommendations- identify problem areas or voids and make recommendations. Include a localization analysis and strategy	10%
6	PPC analysis and recommendations: display vs. search; funnel objective. Propose a campaign (how it should be set up and what the focus should be) based on company objectives–provide some sample ads and incentives in the copy using best practices. The ads are not meant to focus on the creative element but rather in best practices discussed in class.	10%
7	Social Media: If applicable (existing company) analyze and critique current social media efforts; critique their content and provide specific examples of what content they should have, how they can obtain it and the a suggested frequency of messaging and formats. At least 3 vehicles must be analyzed and/or recommended depending on the business type i.e. Facebook, YouTube, Twitter, Blogging, Pinterest, etc.	15%

	In addition to highlighting problems: you must outline and recommend a social media campaign based on their objectives and target market. You must very specific and include a content curation strategy whereby you identify at content sources and using one of the free curation tools such as Scoop it, Social Mention , Content Gems, Storify, etc.	
8	Mobile and email: Critique current mobile efforts if applicable. Make recommendations and a proposed campaign using whatever medium is most suitable: mobile website, QR codes, SMS, AR, apps, etc. Briefly describe an email campaign including all the elements in details, give an example not a copy and paste blurb on how to do an email campaign	15%
9	Testing & metrics: for each platform used briefly describe what should be tested in the proposed campaign and what success metrics might be relevant. Create a Causal Forecast and Return on promotion for each platform proposed using a budget to be provided at the beginning of class. Use a LTV analysis if you have the necessary data.	10%
10	Presentation, formatting guidelines: The team’s written report must be engaging and visually appealing! You must have a table of content, bibliography (Turubian style: you must number and place the citations/references as a footnote on the page where it is mentioned), all pages should be numbered-group number on each page also; the group name and each member’s name should be listed on the cover page;	5%
		100%

Group assignment submission instructions: Groups will submit their group presentations 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’s 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 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.

[Participation/Discussions](#)

Online Tests/Quizzes

Each lecture module will be immediately followed by a self-test 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 is to make sure you have stayed up to date reading the lectures. **The reason for this policy is that a student who doesn't 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 on the following Monday*. Please go back and review parts of the module and re-answer the missed questions correctly to proceed to the next module.

Online Midterm

The online Midterm test will be timed and will be 60 minutes long. The online test will consist of approximately 50 multiple-choice questions. 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. Each quiz is timed and the number of attempts allowed within a scheduled time window will be specified. 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.

Final Examination

This course requires a proctored closed book final examination. The final exam will consist of 2 sections. Section I will consist of approximately 60-70 objective type questions including multiple-choice and True/False. Section II will consist of approximately 3-5 short answer questions. **Scantron form 882-E** will be required.

Proctored Final Exam Information

This course requires a proctored final examination. Local students can now take their exams on-campus at the UTD Student Success Center - Testing Center (no fee charge) during August 8th from 4-7 pm in the Testing center (details will be announced later). Please see the [UTD Student Success Center - Testing Center Website](#) for more information and check the hours of operation and testing center policies. Please be sure to view and follow the [Test Center Student Guidelines](#). Students can just walk in to the UTD Testing Center to take the exam during the required exam test window as specified. There is no need to submit any paper work in advance. The UTD Testing Center is located at the McDermott Library basement (Room MC 1.304). When you arrive to take your exam, you will sign in with your Comet Card (or a photo ID & UTD ID number if you do not have a Comet Card). The testing center seats are available on a first come, first served basis. You're encouraged to take the exam at early part of the test window to avoid any possible time/seat unavailability.

Students who find UTD geographically inconvenient may use a testing service of their choice at a convenient location to have the exam proctored. All exams must be completed within this required exam time window: August 8th to August 9th. All students must inform the instructor. A proctored exam application must be completed before August 9th. Please go to the [Proctored Exam Information](#) page to check out Procedures for Arranging an Individual Proctored Exam and to access and complete the Online Proctored Exam application. Please note students are responsible for any fee charge of their testing services. All completed exams must be received by August 11th to allow timely grade reporting to the UTD Registrar.

The UTD Testing Center requests all students strictly follow the proctored exam scheduling deadlines. If any student needs special accommodations, please seek the instructor's approval in advance. If you have any questions about using either UTD or outside testing center service, please email TestingCenter@utdallas.edu.

[Top](#)

Course Calendar

WEEK OF	LECTURE	TOPIC	Chapter	ASSESSMENT / ACTIVITY
8/25		Course access, self-orientation and Professor introduction	Syllabi	Syllabus Self Quiz to be completed by 8/31 Sign up into Groups.
9/1	1	Introduction to Digital Strategy & Market Research	1-3	Self-Test to be completed by 9/7 Groups should be finalized
9/08	2	Web development & design	4 & 7	Self-Test to be completed by 9/14
9/15	3	Search engine optimization	10-11	Self-Test to be completed by 9/21
9/22	4	Paid Search	12	Self-Test to be completed by 9/28
9/29	5	Mobile marketing –Advertising & SMS	6 & 18	Self-Test to be completed by 10/05
10/06	6	Mobile marketing: QR codes, search, apps & AR	6 & 18	Self-Test to be completed by 10/12
10/13		MID-TERM EXAM (Modules 1 - 5) on 10/17 to 10/18		Online 1 hour multiple choice test Complete Mid-point peer evaluation

10/20	7	Mobile marketing : Best practices & m-commerce	6 & 18	Self-Test to be completed by 10/26
10/27	8	Social Media: Overview & best practices and customer service	14-15	Self-Test to be completed by 11/02
11/03	9	Social Media : Advertising, Social bookmarking & blogs	14-15	Self-Test to be completed by 11/9
11/10	10	Web analytics	20	Self-Test to be completed by 11/16
11/17	11	Social Media TV, Gamification and Video	13	No self test
11/24		Fall Break		
12/01		Continue to work on Group Project		Group projects to be submitted in PPT form by 12/08 11:59 pm submitted via elearning Complete online peer evaluation
12/08		Week off for course self-review		Submit Course evaluation
12/12		FINAL EXAM On campus exam:– in the testing center ground floor of the Library. Individually arranged exam must use an approved testing service		Good luck! All exams must be received by December 18th

[Top](#)

Scholastic Honesty

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the [UTD Judicial Affairs](#) web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

[Top](#)

Course Evaluation

As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. An online instructional assessment form will be made available for your confidential use. Please look for the course evaluation link on the course Homepage towards the end of the course.

[Top](#)

University Policies

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.

These descriptions and timelines are subject to change at the discretion of the professor.

[Top](#)

A survey link will be provided to you to evaluate your team members performance. These are the contents

Peer Evaluation Form for Group Project Team

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.

If more than 2/3 of the group rates a student a “C” or Mediocre, then that student will get a 15 point deduction from the project.

If ¾ all the students on the team rate a student an F: “no usable contribution”: then that student will get an F on the project

You should be honest and impartial in your evaluations. The instructor reserves the right to adjust and/or discard evaluations that are questionable or based on personality conflicts. Please use the scale shown below:

Rating

- A. Acceptable: No major issues, contributed work: no point deduction
- C. Mediocre: There were significant issues, for example the student did not attend most of the meetings and/or contributed poor quality work and/or submitted late work and/or did not produce sufficient work: 15 point deduction
- F. No usable contribution: student did not contribute any work that could be used in the project: F on the project

Enter the name of each group member, yourself first, below.	Rate the member’s contribution on the A, C or F scale:	Please provide some justification for your rating below only if the score you assigned to a team member is a C or F. Use back of the form if needed.
1. Your Name:		
2.		
3.		
4.		
5.		
6.		
7.		