Course Syllabus
MKT 4330.0W1.15F
The University of Texas at Dallas

Course Information

Course

Course Number Section	MKT 4330.0W1.15F
Course Title	DIGITAL AND INTERNET MARKETING
Term and Dates	Fall 2015 (Aug 25 - Dec 12)

Professor Contact Information

Professor	Alexander Edsel
Office Phone	972-883-4421
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Office Location	JSOM 13.316
Online Office Hours	Monday 4-5 pm or by appointment

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 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

Principles of Marketing MKT-3300

Course Description

This course provides an introduction to digital marketing. The course covers major digital platforms such as mobile, social media and search (paid and organic). Students will learn how to create a paid search advertising campaign using Google Adwords-there is NO cost involved and students should NEVER enter their credit card when creating an Adwords account.

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 using best practices a digital campaign (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

Module 1
1. Know what a digital strategy consists of
2. Understand the difference between strategy and tactics
3. Know what the best payback sequence in digital marketing is
4. Know what the 40/40/20 rule is
5. Know the different components that make up an offer

Module #: 2
1. Know what personalized & dynamic content email is
2. Know what the best practices in email design & metrics are
3. Know what are the best practices in web design are
4. Exposure to several web & ecommerce platforms

Module #: 3
1. Understand what SEO is – paid vs. organic
2. Know what appears on a SERP
3. Understand conceptually how the SEO periodic table of contents works
4. Know the 13 key elements in SEO
5. Understand Black hat SEO and Google's penalties

Module #: 4
1. Know the difference between brand and direct digital
2. Understand the AIDA funnel and connection to digital context
3. Know the differences between Search vs. Display
4. Know what Adwords is
5. How to Plan and set up an Adwords Campaign
6. Know Campaign structure, best practices
7. Know what campaign ad extensions are
8. Understand the different keyword Strategies and match types
9. Know what is Quality Score and its importance
10. Learn best practices in writing PPC ads
11. Landing page best practices

Module #: 5
1. Know how to create an Adwords campaign and extensions
2. Know how to set up Ad groups
3. Know how to look for keywords, including negative keywords
4. Write ads using PPC best practices

Module #: 6
1. Understand the pros and cons of social media
2. Know what the usefulness of opinion leaders and what the 90-9-1% rule is
3. Know the components of a social media strategy
4. Understand key platforms such as Facebook and Twitter

Module #: 7
1. Understand key trends in mobile marketing
2. Know what QR codes, Augmented Reality and Apps and SMS can be used for in marketing
3. Understand key drivers and payment platforms in mobile

Module #:8
1. Understand what web analytics is.
2. Know definition and use of KPIIs.
3. Understand funnel analysis.
4. Know key metrics used.
5. How to conduct an experiment

Required Textbooks and Materials

Lecture Notes and additional readings distributed in class or via elearning

You need to have a computer and you must be able to complete the assignment on Google Adwords

Required Textbooks and Materials

eMarketing The essential Guide to Digital Marketing by Rob Stokes, Sarah Blake, Quirk Education   Download from this website/download

Google adwords videos and guides

Subscribe to:
- http://www.searchengineland.com/
- http://www.emarketingandcommerce.com
- http://www.mobilepaymentstoday.com/

Textbooks and some other bookstore materials can be ordered online through Off-Campus Books or the UTD Bookstore. They are also available in stock at both bookstores.

Course Policies

Make-up exams

You are required to take each exam. **<u>A make-up exam is only permitted with a written doctor's excuse or under a documented extreme personal situation.</u>** If you have a legitimate or extraordinary scheduling conflict and must miss an exam, please contact me IMMEDIATELY upon knowing the conflict. I will make every effort to schedule a make-up exam.

Extra Credit

There is no extra credit in this course.

Late Work

Please ensure all assignment submissions are made <u>on time</u>. In fairness to the other students, late submissions will be penalized **10 points per day.**

Class Participation

Students are required to login regularly to the online class site- at least once every 7 days to take the quiz. The instructor and his TA will use the tracking feature in eLearning to monitor student activity. Students are also required to participate in any class activities should there be an discussion board activities.

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.
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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.

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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.

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.

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.

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Student Assessments

Grading Information

Assignment or Test	Maximum Points	Details
Total grade for all the bi-weekly quizzes which count as attendance & participation	72	Open book online; Your grade will be determined by your first attempt at each quiz; there are 8 quizzes throughout the semester; while the first attempt is a grade that counts towards your final grade, if you did not get at least 6 out of 9 points you must retake the quiz, you can take it numerous times HOWEVER, taking quizzes past their due date will result in a zero grade for that quiz. However you must still pass the quiz with score of 6 to move on to the next module. In addition, if you miss the deadline for two or more quizzes, there is an extra 5 point deduction from the overall grade for each quiz date missed, the first missed quiz does not have an extra penalty.
HW 1	110	Must be uploaded to assignment box by due date; following the format specified in the template
Mid-term test	130	Online test ~ 50 minutes
Final Exam	208	The final exam will be partly cumulative (more details as we get closer to the final exam), closed book and proctored. 90 minutes
Total points	520	

Grading Scale: based on total points of 520 is as follows:

510-520 (98-100%)	= A+
489-509 (93-97%)	= A
468-488 (90-92%)	= A-
452-467 (87-89%)	= B+
437-451 (83-86%)	= B
416-436 (80-82%)	= B-
400-415 (77-79%)	= C+
385-399 (73-76%)	= C
364-384 (70-72%)	= C-
348-363 (67-69%)	= D+
333-347 (63-66%)	= D
312-332 (60-62%)	= D-
below 312 is failing	

Grading Policy No more than 40% of the class will make an A or 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

Homework: there will be an individual assignment so students can familiarize themselves with PPC advertising using Google Adwords.

Homework Assignment submission instructions

Locate the assignment in your eLearning course. You will submit your assignments in the required file format (pdf or word), using your last name as the file name. To submit your assignment, please 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 <u>Submitting An Assignment video tutorial</u>.

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.

Online Tests/Quizzes

All exams will be closed-book. They will take place at regular class times. These exams are designed to test your understanding of the basic terminology and tools in marketing as well as your depth of understanding of important marketing concepts. Exams cover information from the textbook, PowerPoint slides, handouts, videos, plus all topics and cases discussed in class including any guest speakers.

Each lecture module will be immediately followed by a self-test quiz. The quiz is graded and not necessarily meant to prepare you for the midterm or final exam (although it can and 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 current   reading the lectures. Each quiz consists of 9 multiple choice questions. **The first quiz will determine your quiz grade which counts to your overall course grade; if you did not score at least an 6 on the first attempt, you are allowed to take the exam several times until you get a score of 6/9.** However, repeat attempts do not count for a grade or substitute your initial grade. 6 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. You must also take the quiz before the due date, taking a quiz after the due date will result in a zero grade-no exceptions since you have almost an entire week to take the quiz.

In addition, if you miss two or more quiz deadlines there is an extra 5 point deduction from the overall grade for each quiz date missed, the first missed quiz does not have an extra penalty.

Online Midterm

The online Midterm test will be timed and will be 50 minutes long. The online test will consist of 30 multiple-choice and 10 true/false questions. The conditions of academic integrity require that each student take the test <u>independently</u> and <u>unassisted</u> 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. <u>Section I</u> will consist of approximately 50 multiple-choice and True/False questions. <u>Section II</u> will consist of approximately 2-3 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 - **see pages 9-10 for testing dates.** 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** found on the Testing Center main page. **All students** are **required to make an appointment** using the **RESERVE-A-SEAT** application found on the Testing Center main page to take the exam during the required exam test window as specified. 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).

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: **see pages 9-10 for testing dates.** All students must inform the instructor of their outside testing location. A proctored exam application **must** be completed **3 weeks prior to the date of the test.** 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 December 14th (this is not the date to take the exam but to have test center return them) 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.

Academic Calendar

Week of class	Module or session	Date	Topic	Assignments	Chapter
1	1	8/24	Introductory video Read the syllabi Digital Strategy (start module 1)	Syllabi quiz by 8/30	2
2	1	8/31	Digital Strategy & Direct Marketing components continued	Quiz 1 due by 9/06	2
3	2	9/07	Overview of email and websites	Quiz 2 due by 9/13	6 &16
4	3	9/14	Search engine optimization (SEO)		9
5	3	9/21	Search engine optimization (SEO) continued	Quiz 3 due by 9/27	9
6	4	9/28	Pay per Click: PPC		
7	4	10/05	Pay per Click: PPC continued	Quiz 4 due by 10/11	
8		10/12	**Midterm exam (modules 1-4)**		
9	5	10/19	Video on Google Adwords how to do the HW assignment	Quiz 5 due by 10/25	Google adwords
10	6	10/26	Social media		14 and 15

11	6	11/02	Social Media continued	Quiz 6 due by 11/08	14 and 15
12	7	11/09	Mobile marketing	Google Adwords Homework assignment due	17
13	7	11/16	Mobile marketing continued	Quiz 7 due by 11/23	17
		11/23	**Fall Break No class /Thanksgiving Holiday No class**		
14	8	11/30	Web analytics & ROI	Quiz 8 due by 12/06	18 & 19
15		12/07	Review modules and prepare for exam which will cover sessions 5-8		
16		12/11	Final Exam in Testing center (partly comprehensive but mostly from modules 5-8)		

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Academic Integrity

The University has policies and discipline procedures regarding academic 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 academic honesty 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.

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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 watch for the email notification at your UTD email inbox with course evaluation access information towards the end of semester.

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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.

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