

Course Syllabus

Professor Sandra Pacyna
Term/Section Fall 2016/MKT 4330.001, Section 83348
Class Hours & Room Monday 1:00 – 3:45, JSOM 2.804

Professor Contact Information

Phone: 630-292-4670

Office: JSOM 13.201

Email: xsp158130@utdallas.edu

Office Hours: Monday: 12:00 – 1:00, Wednesday: 1:00 – 4:30 or by appointment

Course Pre-requisites, Co-requisites, and/or Other Restrictions: Principles of Marketing 3300

Course Description

This course provides an introduction to digital marketing. It covers major digital platforms such as blog creation, retargeting and search (paid and organic). We will learn how to effectively use SEO and how to create and manage a paid search advertising campaign using Google Adwords.

Required Textbooks and Materials

eMarketing: The Essential Guide to Marketing in a Digital World, 5th Edition by Rob Stokes.

Please note that the ebook is free of charge and can be ordered here:

<https://www.redandyellow.co.za/courses/textbook-digital/>.

There is a requirement of \$30 per student for the Adwords campaign. Each student will pay \$30 to a team member who will use a credit card to open the 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

Assignments & Academic Calendar Schedule (subject to change at discretion of instructor)

**Working Class Schedule
DIGITAL MARKETING
Fall 2016**

NOTE: The *Class Schedule* can be modified at the instructor's discretion.

Day	Date	Activities and Assignments
Wk 1	Aug 22	<ul style="list-style-type: none"> ○ What is Digital Marketing? ○ Overview of Syllabus ○ Form Groups & start researching companies to contact for Adwords campaign ○ Group Activity: Select site to audit; Address questions provided in class
Wk 2	Aug 29	<ul style="list-style-type: none"> ○ Content Marketing Strategy ○ Group Activity: Audit Site: Address questions provided in class
Wk 3	Sept 5	<ul style="list-style-type: none"> ○ <i>No Class/Labor Day</i>
Wk 4	Sept 12	<ul style="list-style-type: none"> ○ SEO: Basic Elements: Keywords, Content, Social Signals, Link Authority ○ Organic versus Paid Search ○ Group Activity: Evaluate Audit Site according to basic elements of SEO
Wk 5	Sept 19	<ul style="list-style-type: none"> ○ Link Authority & Social Media ○ 10 Reasons Websites Fail ○ Group Activity: Evaluate Audit Site via a vis link authority; Evaluate Audit Site with Website Grader
Wk 6	Sept 26	<ul style="list-style-type: none"> ○ Paid Search, PPC Bidding, Account Structure ○ Group Activity: Create paid search ad (w/ & w/o extensions) ○ Notify me of company for Adwords campaign by Sept 28
Wk 7	Oct 3	<ul style="list-style-type: none"> ○ Google Adwords Strategy & Adwords Competition ○ Review of Past Google Competition Projects
Wk 8	Oct 10	<ul style="list-style-type: none"> ○ Google Adwords Bidding ○ Review for Midterm ○ Adwords Group Activity: Determine optimal keywords for best ROI, Account Structure
Wk 9	Oct 17	<ul style="list-style-type: none"> ○ Midterm
Wk 10	Oct 24	<ul style="list-style-type: none"> ○ Google Adwords Evaluation ○ Review of Pre- and Post Campaign reports ○ Adwords Group Activity: Setup evaluation methods, Pre-Campaign Report
Wk 11	Oct 31	<ul style="list-style-type: none"> ○ Google Adwords Evaluation ○ Review of Pre- and Post Campaign reports ○ Adwords Group Activity: Setup evaluation methods, Pre-Campaign Report Due
Wk 12	Nov 7	<ul style="list-style-type: none"> ○ Mobile Advertising & Web Analytics ○ Adwords Group Activity: Launch Campaign
Wk 13	Nov 14	<ul style="list-style-type: none"> ○ Video Marketing ○ Adwords Group Activity: Project work continued
Wk 14	Nov 21	<ul style="list-style-type: none"> ○ <i>No Class/Fall Break</i>
Wk 15	Nov 28	<ul style="list-style-type: none"> ○ Google Algorithm Updates ○ Adwords Group Activity: Projects presented ○ Post-Campaign Report Due
Wk 16	Dec 5	<ul style="list-style-type: none"> ○ Final Exam

Grading Policy

The course grade will be determined by the following:

Attendance & Participation	100 points
Group Activity (40 pts x 5)	200 points
Midterm	100 points
Adwords Pre-Campaign Report	150 points
Adwords Post-Campaign Report/Presentation	150 points
Final Exam	100 points
Quizzes – Prep for Adwords Exam (20 pts x 5)	100 points
Google Adwords Exam	100 points
Total	1,000 points

Overall Course Total	Letter Grade
960 – 1,000 points	A+
920 - 959 points	A
900 - 949 points	A-
860 - 899 points	B+
820 - 859 points	B
800 – 819 points	B-
760 - 799 points	C+
720 - 759 points	C
700 – 719 points	C
660 – 699 points	D+
620 – 659 points	D
560 - 619 points	D-
Less than 560 points	F

Course & Instructor Policies

Midterm and Final Exams

There will be one midterm and a final exam. Any grading disputes must be submitted in writing within two weeks of the results. Grades will be posted to elearning no later one week after exam. All exams will be closed-book. They will take place at regular class times. A make-up exam is only permitted with a written doctor's excuse or under an extreme personal situation. If you have an extraordinary scheduling conflict and must miss an exam, see me BEFORE the exam and I will make an effort to schedule a make-up. Failure to give prior notification results in an automatic 15 point deduction for that exam.

Group Project

A) There will be a Google Adwords pre campaign report which must follow the format provided by the GOMC and also your campaigns, adgroups and keywords must be completed and printouts turned in per sample provided in class

B) Students must make an oral presentation: approx. 10-15 minutes which will highlight your project; you are highly encouraged to use audio-visual materials and show sample work.

Group Project: additional details will be provided in class but you will be doing a Digital project with a real company. This must be done in a powerpoint presentation not to exceed 20 slides plus the adwords post campaign report.

C) Group participation by each team member will be evaluated by the captain of each team. Grades for all group projects will be adjusted based on participation percentages provided.

Group Project Weights by Topic Area		
1	Executive summary: background, description and overview of competition-use a grid or table, describe your target market in detail and it's positioning.	10%
2	Website usability testing and recommendations for navigational, content and internal search and suggested improvements-use screenshots and point to problem areas and recommendations.	15%
3	Search Engine Optimization recommendations- problem areas and fixes-highlight not just the home page but all the major pages: urls, metadescription, titles, inbound links etc.	20%
4	As an appendix to powerpoint presentation include the adwords post campaign report. Campaign must run 2 weeks- you must have a minimum of 200 keywords including approx. 10 negative keywords per campaign, Minimum of 15 ad groups. You will be evaluated on your average Quality score, CTR, extensions, quality of written ads following best practices, daily monitoring or automated rule setup activity-level of effort; and rate of improvement.	45%
5	Conclusion & overall summary of and prioritization of all your recommendations: Testing & metrics: include what should be tested in a proposed campaign and what the success metrics might be. Formatting guidelines: The team written report, presented in a labeled folder or binder, one slide per page, all pages should be numbered, the group name and each member should be listed; slides during oral presentation should be engaging.	10%
		100%

Google Fundamentals AdWords Exam Prep Quizzes

During the first 5 classes, I will provide a summary of the Google Fundamentals Adwords Preparation Document (Study Guide provided below). During the course of the week, students will be required to take a quiz on the material presented. This is an exercise intended to prepare the student for the Adwords exam. Each prep quiz is worth 20 points.

Study Guides are available at:

https://support.google.com/partners/answer/6123881?ref_topic=6123873&rd=1

Google Fundamentals AdWords Exam

This is a self-study and requires additional reading from the exam guide – basics are covered in lectures. Step-by-step instructions on how to take the exam and print proof that you took the basic exam: <https://support.google.com/partners/answer/3154326>

For extra credit, students may take the Google Adwords Search Exam. Both exams must be taken and passed (score of 80/100) to be Google Adwords certified. Both exams are free and can be taken several times, as long as you wait 7 days between attempts. After you pass each exam you must take a screenshot that shows your name and score.

Exam details are available at <https://support.google.com/partners/answer/3153810?hl=en>

Study Guides are available at:

https://support.google.com/partners/answer/6123881?ref_topic=6123873&rd=1

Attendance and Participation

You are encouraged to participate in class discussions by asking questions, sharing your observations, and giving examples of "marketing in action." You can participate effectively by being alert to the various marketing activities around you while shopping, watching television, surfing the internet, etc.

Regular attendance also impacts your grade; if you are not in class, you lose the opportunity to participate in class discussion that day. You are responsible for all announcements and material covered, regardless of the reason for absence.

A class attendance sign-in sheet is circulated at the beginning of each class period. It is your responsibility to make certain you have signed the attendance sheet. Although I appreciate notification of a class absence, understand that telling me you will be absent does not necessarily mean that your absence does not "count." Having tests, projects, papers, etc. in other classes is not a valid reason for class absence. Attendance when a guest speaker is invited to class is mandatory.

I expect students to conduct themselves professionally in class, just as in any business meeting. Late arrivals, leaving early, side conversations, and non-class related usage of laptop computers and/or hand-held messaging devices are rude, unprofessional, and distracting to your fellow students and Instructor. Walking in and out of class, once class has begun, is also disruptive to the learning environment. These kinds of repeated disruptions will count against your attendance score.

Attendance & participation deductions are calculated based on the following criteria:

1. It is your responsibility to sign in during class, no exceptions.
2. If you are more than 15 minutes late, it is counted as an absence, you cannot sign in after 15 minutes: NO exceptions.

3. If you leave 10 minutes before class ends, it will also be counted as an absence.
4. You have one free absent day that does not count against you. This day can be used for a religious holiday, sick day, out of town etc. However this free day is NOT valid on guest speaker days, the day of your group presentation or during midterm and final. If you miss more than the one free day, you will receive no points for attendance and participation.
5. Excused absences are considered for such things as a death in the family or being involved in an accident on your way to class. In these cases you must have a physician's note or other written proof. For all other occasions, please do not tell me if you will be absent, have to leave town, are sick etc. -- that is what the free day is for.
6. I can at my sole discretion, add points to students who consistently provide quality participation. This is not meant to be a freebie but a reward for students who prepare for class and show an ongoing effort to learn.

Course Access and Navigation

This course was developed to heavily use a web course tool called eLearning. Students will use their UTD NetID account to login directly at <http://elearning.utdallas.edu>. Please see more details on course access and navigation information.

To get started with an eLearning course, please see the Getting Started: Student eLearning Orientation. 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. The UTD user community can also access the support resources such as self-help resources and a Knowledge Base. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

Course & Instructor Policies

All deadlines are to be strictly followed throughout the semester. I will not accept any submissions after the assigned due time. A hard copy of all submissions should be turned in at the beginning of the class on the due day. An electronic copy, if required, should also be submitted on the same day.

Make Up Exams	Permitted only with a written doctor's excuse or under an extreme personal situation, as detailed in the Exam section above.
Late Work	Accepted, with a penalty of 5 points per each day of lateness.
Re-Grading	For consideration of a different grade, you must submit a written request within a week after receiving the grade. Late submissions will not be accepted. Keep in mind that the entire exam will be re-graded and as a result your new and final grade for that test could be higher or lower than the original one.
Student Conduct & Discipline	The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the

	<p>UTD publication, A to Z Guide, which is provided to all registered students each academic year.</p> <p>The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3, and in Title V, Rules on Student Services and Activities of the university's Handbook of Operating Procedures. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).</p> <p>A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.</p>
Academic Integrity	<p>The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.</p> <p>Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.</p>
Email Use	<p>The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted</p>

	<p>information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.</p>
Withdrawal from Class	<p>The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.</p>
Student Grievance Procedures	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's Handbook of Operating Procedures.</p> <p>In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.</p> <p>Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.</p>
Incomplete Grades	<p>As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.</p>
Disability Services	<p>The goal of Disability Services is to provide students with disabilities</p>

	<p>educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.</p> <p>The contact information for the Office of Disability Services is:</p> <p>The University of Texas at Dallas, SU 22 PO Box 830688 Richardson, Texas 75083-0688 (972) 883-2098 (voice or TTY)</p> <p>Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.</p> <p>It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.</p>
<p>Religious Holy Days</p>	<p>The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.</p> <p>The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.</p> <p>If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is</p>

	similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief.
Off-Campus Instruction & Course Activities	Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk related activities. Information regarding these rules and regulations may be found at http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm Additional information is available from the office of the school dean.

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.”

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 <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.