

## *Online Course Syllabus*

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### **Course Information**

<i>Course Number/Section</i>	MKT 4330 or ENTP 4335 Online
<i>Course Title</i>	DIGITAL AND INTERNET MARKETING
<i>Term</i>	Summer 2018 (May 23 <sup>st</sup> to August 7 <sup>th</sup> )

### **Professor Contact Information**

<i>Professor</i>	Alexander Edsel
<i>Office Phone</i>	972-883-4421
<i>Email Address</i>	alexander.edsel@utdallas.edu
<i>Office Location</i>	JSOM 13.316
<i>Online Office Hours</i>	By appointment

### **About the instructor**

Prof. Edsel has taught marketing courses over the past 17 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.

- [eMarketing The essential Guide to Digital Marketing, 6<sup>th</sup> edition, by Rob Stokes, Sarah Blake, Quirk Education Download from this website/download see link for free pdf on right hand side.](#)

See Ads study Guides in Academic Calendar section

Subscribe to:

- <http://www.searchengineland.com/>
- [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)

Textbooks and some other bookstore materials can be ordered online through Off-Campus Books <http://www.offcampusbooks.com> 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 <http://www.utdallas.edu/elearning/students/getting-started.html#techreqs> on the Getting Started with eLearning webpage <http://www.utdallas.edu/elearning/students/getting-started.html>.

## **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 <http://www.utdallas.edu/elearning/students/getting-started.html#courseaccessandnav> section of the site for more information.

To become familiar with the eLearning tool, please see the Student eLearning Tutorials <http://www.utdallas.edu/elearning/students/eLearningTutorialsStudents.html>.

UT Dallas provides eLearning technical support 24 hours a day/7 days a week. The eLearning Support Center <http://www.utdallas.edu/elearninghelp> services include 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 eLearning Tutorials webpage <http://www.utdallas.edu/elearning/students/eLearningTutorialsStudents.html> 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 AccessAbility, and many others. Please see the eLearning Current Students page <http://www.utdallas.edu/elearning/students/cstudents.htm> 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 <http://www.utdallas.edu/elearninghelp>. The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Assignment or Test	Summary of deadlines
Quizzes	See below for various deadlines, usually due on Mondays. Syllabi quiz is not for grade
Mid-term test	Between 6/22/2018 from 00:01 am to 06/27 by 11:59 pm
Google AdWords Fundamentals exam	7/15 by midnight
Homework	7/22 midnight
Online forum extra credit	07/29 by midnight
Final Exam	08/02 through 08/07
Extra credit AdWords Certification exam	08/05 by midnight

## Course Academic Calendar

Week of class	Module or session	Start Dates	Topic	Assignments	<a href="#">Readings from free ebook</a>
1	1	05/23 (Thursday)	Introductory video Read the syllabi and Digital Strategy module 1	Syllabi quiz AND Quiz 1 due by 06/03	Chapter 1
2	2	06/03 (Monday)	Overview of email and websites	Quiz 2 due by 6/10	Chapters 5, 6 and 18 (in 18 section on emails only)
3	3	06/10 (Monday)	Search engine optimization (SEO) start Module 3	Quiz 3 due by 6/17	Chapter 9 and <a href="https://moz.com/beginners-guide-to-seo">https://moz.com/beginners-guide-to-seo</a>
4	4	06/17 (Monday)	Pay per Click: PPC Start module 4	Quiz 4 due by 06/24	<a href="#">Guide to Building successful adwords campaigns-if link not working also available under eLearning&gt;Adwords assignment folder</a>
<b>Midterm exam (modules 1-4) Window to take exam: 6/22 to 06/27 by 11:59 pm</b>					
6-7	5	06/28 (Friday)	Video on Google AdWords how to do the HW assignment  Begin studying for Adwords Fundamentals Exam due 7/15	Quiz 5 due by 07/08, HW not due until 7/22	
8	6	07/08 (Monday)	Social media	Quiz 6 due by 7/15	Chap 15, 16 and 17
9	7	07/15 (Monday)	Mobile marketing	Quiz 7 due by 7/22	Chap 18

Google Ads Fundamental Exam is due 7/15 by midnight. If you pass, then take a screenshot and paste it into a **word document OR a ppt the screenshot shown below - or upload as a pdf-either format is fine BUT do NOT upload as an image jpg or png points deducted if an image** Make sure you print a screenshot showing your full name as it appears in elearning . If you did not pass you can retake a week later –it will be 10 points off for late after every week. [Directions to print at](#)



10		07/22	HW assignment is due 07/22		
11	8	07/29 (Monday)	Web analytics & ROI	Quiz 8 due by 07/29	Chapter 20-21
11	<p>Review for final exam-mainly modules 5-8 with a part from Module 1–more details 2 weeks before the final exam</p> <p><b>Extra Credit- due by 7/29</b> A discussion forum will be provided where students for extra credit must enter one short but well written and detailed discussion entry per the instructions on the discussion board (comments/observations, etc.) on a designated discussion topic. Please keep in mind that quality and relevancy is the most important grading criteria for the discussion participation. Extra credit is not given for poor quality postings</p> <ol style="list-style-type: none"> <li>1. Grammar and spelling matter, the length should not exceed 300 words, do not exceed this limit or you will penalized</li> <li>2. Do NOT just copy and paste things from another source- you are supposed to write your own thoughts on the topic check with Turnit</li> <li>3. <b>Do not repeat a tool posted by another student- this forces you to read the other posts which is one learning objective. Also if a tool is cited in the lectures, like Sumo text, you cannot use that-find something useful and original</b></li> <li>4. You must find a <u>free or paid tool</u> that can be used by marketing professionals to make their work faster, better or more efficient, for example.</li> <li>5. Pick a tool from one of these categories             <ol style="list-style-type: none"> <li>a) Social media</li> <li>b) Mobile marketing</li> <li>c) UX</li> </ol> </li> </ol>				

6. Do NOT list any of the major social media platforms, such as Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest, Instagram, Tumblr, Flickr, Reddit, Snapchat, WhatsApp, Quora, Vine, Periscope, BizSugar, StumbleUpon, Delicious, Digg, Viber. We are mainly looking for relatively unknown but useful tools that can perhaps be used with these major platforms

Required fields and in the following order

1. Name of the tool
2. Category used in (social media, mobile or UX)
3. url of the website
4. State if free, if paid, state what is the cost per month or year
5. Use bullet points to list at least 3 benefits the tool offers. Make sure the benefits describe WHY it would be useful to a marketing professional for use in their work

Due by 11:59 pm by 08/05

Optional for extra credit: Google Ads Search Advertising second exam for extra credit. Credit is also based on how well you follow instructions not just get the certificate, too many students turn in whatever they see and do not read these instructions. No partial credit for the second exam and not accepted after due date.

Study for the exam. Do NOT take the Display, Mobile, Shopping or other certifications only the advanced search for credit shown below

1. Return to the Academy <https://academy.exceedlms.com/student/catalog> and login you have two options
2. Take only the Google Ads [Search Exam for the Certification](#) shown below

Award For Completion

# Google Ads Search Certification

3.0hr Beginner ★★★★★ (147) Report

[Google Ads Search](#)

Google Ads Search Certification covers basic and intermediate concepts for creating, managing, measuring, and optimizing search ad campaigns Network.

## Certification requirements



3.7hr ★4.8 Beginner

Google Ads Fundamentals



3.4hr ★4.7 Beginner

Google Ads Search

Now take this one, you have already taken the Google Ads Fundamentals

Submit to the assignments link in elearning by taking a screenshot and pasting it into a word document, powerpoint or saving as a pdf --10-point deduction for attaching as an image-. It will not be accepted after due date

Congratulations!

Frank Braccus



Completed

Google Ads Search

on December 10, 2018

Completion ID: 25140199 Expires: December 10, 2019

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You know how Google Ads Search works and how to setup your Google Ads Search campaign.

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08/02 to 08/07

during the hours of the UTD testing center, you must make a reservation for your preferred time and day within the exam window

Final Exam in Testing center (partly comprehensive but mostly from modules 5-8). Exam is 100% online, no scantrons are needed, short answer which you type into online exam. All exams taken outside of UTD must be received by the last day of final exams. Note this is the deadline for the testing center to return the exam and NOT by when you can take the exam). [Must be taken during the hours of test center, you must make a reservation for your preferred time and day within the exam window](#)

## **Proctored Final Exam Procedures**

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 the 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. 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).

**ProctorU.com is NOT allowed as a proctored exam option for the final exam.**

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. 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 date set in the course academic calendar (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](mailto:TestingCenter@utdallas.edu).

## Grading Policy

Assignment or Test	Maximum	Details
Total grade for all the bi-weekly quizzes which count as attendance & participation	72	<p>Open book online; Your grade will be determined by <u>your first attempt at each quiz</u>; there are 8 quizzes (plus syllabi quiz) throughout the semester; while the first attempt is a grade that counts towards your final grade, if you did not get at least 2 out of 9 points you must retake the quiz, you can take it numerous times <b>HOWEVER</b>, taking quizzes past their due date will result in a zero grade for that quiz regardless of your score.</p> <p>The syllabi quiz does not count towards the grade as it is NOT course content but an operational requirement</p> <p>In addition, if you miss the deadline for two or more quizzes, there is an extra 5 point deduction from the overall quiz grades (not just one quiz), the first missed quiz does not have an extra penalty or count towards the grade.</p>
HW 1	118	Must be uploaded to assignment box by due date; following the format specified in the template
Google Adwords Fundamentals exam	45	Google Fundamentals AdWords Exam- 10 points off for every week late, if you fail you have to retake the exam 7 days later). This is a self-study and requires additional reading from the exam guide, basics covered in lectures. Passing regardless of score or times you took it is 45 points as long as passed before the due date. If late-then late penalty of 10 points off your Google score. <b>Study from the free Google Adwords Exam- see details on elearning&gt;assignments on how to submit</b>
Mid-term test	125	Online test ~ 50 minutes
Final Exam	160	The final exam will be partly cumulative (more details as we get closer to the final exam), closed book and proctored. 60 minutes
Total points	520	
Online posting	5	Must post by due date a researched post on one of the designated topics- see forum on elearning for details

Extra credit	20	Google Search Advertising AdWords Exam- This is a self- study and requires additional reading from the exam guide, basics covered in lectures. No partial credit, you must pass by the date stated in the calendar section.
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**Grading Scale:** based on total points of 520 is as follows (**Note: this is NOT meant to be equivalent to a 100 point conversion whereby you divide say 437/520 to come with % equivalent**):

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.**

### 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 [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.

### 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 a 2 on the first attempt, you are allowed to take the exam several times until you get a score of 2/9.** However, repeat attempts do not count for a grade or substitute your initial grade. 2 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 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.

### **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 50 multiple-choice and True/False questions. Section II will consist of approximately 2-3 short answer questions.

### **Course Policies**

#### *Make-up exams*

You are required to take each exam. **A make-up exam is only permitted with a written doctor's excuse or under a documented extreme personal situation.** 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 on time. In fairness to the other students, late submissions will be penalized **10 points per day unless specified elsewhere a different penalty**.

#### *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.

#### *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.

## **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 has 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 <http://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.”

## **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.*