



ONLINE COURSE SYLLABUS: 2022 Spring

Professor: Dr. Yuying Shi
Email: yuying.shi@tamuc.edu
Office Phone: 903-886-5692
Office Fax: 903-886-5693
Office Hours: Virtual office hour
Preferred Form of Communication: Email (always put course number in the subject line)
Communication Response Time: within 24 hours, no later than 48 hours (weekends)

COURSE INFORMATION

Required Textbook and Materials:

Required textbook:

Title: Digital Marketing Analytics

ISBN: 9781734688849

Authors: NATHAN DAVID

Publisher: Stukent

In order to access the book, you will first need to register for my Stukent course. You can do that by going to this link here:

Please copy and paste into your web URL bar and hit enter (please don't click the link directly):

<https://home.stukent.com/join/060-FAB>

Once registered, you will be able to log in from home.stukent.com at any time to access the e-text. You have the option to buy the book directly in your Stukent account, or redeeming an access code you may have purchased from the bookstore to gain paid access. I recommend you purchase from within your Stukent account, as the bookstore may mark up the price of the book. If you have any general questions about the textbook, you can contact Stukent Support. Their hours and contact information are located here- <https://www.stukent.com/contact-us/>

Course Description

Marketing analytics in digital era focus on the language used to optimize and connect results across all digital marketing tactics. The course helps students to become an effective digital marketing analyst. Covered topics include: optimize, organic search, social media analytics, mobile app analytics, paid media analytics, earned media analytics, email analytics and data driven decisions.

Course Student Learning Outcomes

1. Have in-depth knowledge of key digital marketing analytics concepts.
2. Understand how and why firms utilize digital marketing analytics for multiple goals within a larger marketing strategy
3. Determine the analysis approaches and techniques that best support various business questions.
4. Understand the advantages of data-driven decision making and be able to apply various analytic techniques.

College of Business Student Learning Outcomes:

1. Students will demonstrate proficiency in spoken communications by delivering clear and well-structured business presentations.
2. Students will demonstrate proficiency in written communications by creating clear and well-structured business documents.
3. Students will identify and evaluate ethical business issues.
4. Students will identify and evaluate global business challenges.
5. Students will be analytical problem solvers in business environments.

COB Student Learning Outcomes (SLOs)	Course Outcomes - After successfully completing this course, students will be able to:	Measurement Methods (Outcome Assessments)
2, 3, 4, 5	<ul style="list-style-type: none"> • Have in-depth knowledge of key digital marketing analytics concepts. • Understand how and why firms utilize digital marketing analytics for multiple goals within a larger marketing strategy • Determine the analysis approaches and techniques that best support various business questions. • Understand privacy issues of online platforms faced by both organizations and consumers • Understand the advantages of data-driven decision making and be able to apply various analytic techniques. 	<ul style="list-style-type: none"> • Experiential Assessments • Chapter Assignments

COURSE REQUIREMENTS

Minimal Technical Skills Needed

The course requires the use of the learning management system (D2L), and the use of Microsoft Word, Excel and PowerPoint to conduct assignments and presentations.

Instructional Methods

The course will use a combination of lecture ppts, videos and online discussions. All course materials are put under doc sharing in D2L.

Student Responsibilities or Tips for Success in the Course

Regularly logging into the course website is required. Students should check their emails frequently to receive notifications and updates of course processes. Although the professor will send reminder emails when an assignment is due, it is your responsibility to meet all deadlines. It is the responsibility of the student to ensure that all notifications and materials sent to the professor are received by the professor. You should plan your time carefully.

Deadlines are absolute:

All discussions, assignments and exams must be completed on the due date. **Late work will not be accepted and will be graded as zero.**

Email Policy:

When you send me email, be sure to include the course title (MKT575) and section number in the subject line.

Note: If you send an email through the Leo account, the course title and section number will be automatically shown there.

I receive more than 50 emails a day. To ensure that your email reaches my inbox and reduce confusions, do include your course title and section number in your email subject line.

Students are required to check their email at least once a day. The eCollege environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

Academic Honesty Policy

Students are required to sign and return the academic honesty policy document during the first week of the class. Any form of cheating is not allowed or tolerated in this class and will be reported to the college and graduate school. The cheating includes but is not limited to: copying, lying, copying from another's assignment or test, changing the answers on an exam or assignment for re-grade, assisting another student in doing dishonest behavior.

GRADING

1. Assignments

Both the two assignments require you to watch the expert session videos within your course account. Details will be posted in D2L.

2. Discussions.

The class has two discussion topics. The discussion topics are related to the individual assignments. You have to make at least 3 posts in 2 different days to get full credits. Details will be posted in D2L

3. Exams

Two exams will be given during the semester. These exams will cover textbook readings, lecture material, videos, and even possible guests' lectures. Basically, you are responsible for all of the material presented in the class.

You should finish all of the chapter quizzes before you start to take the exam. Although the chapter quiz is not counted towards your grade, it is a great way for you to prepare for the exam. In addition, some quiz questions will be included in the exams.

There is no make-up exam. Each exam time limit is approximately 2 hours. You will not be able to print exams. Exams are not resettable. Access to the exams will be restricted after the due date.

Your grade will be determined by your performance on all the above assignments. The point distribution for the course is as follows:

Assignments	Percentage	Total Points
Chapter quizzes (14 each @ 15)	30%	$210 \times 30\% = 63$
Individual assignments (3 each @ 50 points)	40%	$150 \times 40\% = 60$
Exam1 (1 each @ 120)	30%	$120 \times 30\% = 36$
Total		159

Your final grade is your total points earned divided by the course's total points. The following scale will be used to assign final grades:

SCORE	≥ 90	80-89.9	70-79.9	60-69.9	< 60
GRADE	A	B	C	D	F

Assessments

Assignments	Total Points	Percentage in grade	Relating to Outcome
14 Quizzes	210	30%	1,2,3,4
4 Individual assignments	150	40%	1,2,3,4
1 exam	120	30%	1,2,3,4

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser%20support.htm)

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

Email Response:

The preferred method of communication is through emails. I usually respond within 24 hours (generally quicker than that). In weekend, the response time can be 48 hours.

When you send me email, be sure to include the course title (MKT575) and section number in the subject line.

Note: If you send an email through the Leo account, the course title and section number will be automatically shown there.

Assignment Policy

All assignments will be graded within one week, or at least no more than 10 days after the due date. Some students might turn in the assignment earlier than the due date. I usually grade all assignment together unless you make specific requirement.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Deadline

Deadline is absolute. Missed assignments and exams will result in 0 points. Under exceptional conditions, a late assignment maybe accepted with the permission from the professor. However, under no circumstances will an assignment be accepted more than one week late.

Time Zone:

The default time zone is Central Standard Time (CST) for all assignments, exams, discussions etc.

Extra credit policy:

NO extra credits will be awarded for individual students. Don't attempt to ask for individual extra credit at the end of semester to raise your grade. It is not fair to other students.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

COURSE OUTLINE / CALENDAR

Date	Tasks	Assignment and due date
5/16-5/22	Read chapter 1-6	Welcome class (5/16) Finish quiz chapter 1-6 (5/22) Assignment 1 (5/22)
5/23-5/29	Read chapter 7-12	Finish quiz chapter 7-12 (5/29) Assignment 2 (5/29)
5/30-6/2	Read chapter 13-14	Finish quiz chapter 13-14 (5/31) Assignment 3 (6/2) Final exam due (5/30-6/2)

Note. The above schedule is subject to change at the discretion of the instructor.