



## Texas A&M University-Commerce

MKT 569.01W. Digital Marketing

### Online classroom

#### Professor / Instructor Contact Information

Dr. Ruiliang Yan

Office BA 315B

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- **E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M-Commerce account**. This is my primary mechanism for communicating to the class. I check my e-mail every day, so this is the best way to reach me.

**Please follow the University's commitment to social distancing and use of face coverings to keep the campus community safe.**

### Academic Honesty

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

### 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.

## Scholarly Expectations

All works submitted for credit ***must be original works created by the scholar uniquely for the class.*** It is considered inappropriate and unethical, particularly at the graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

## Required Materials –

**E-TEXTBOOK:** Digital Marketing Essentials

Authors: Jeff Larson and Stuart Draper

ISBN: 9780998713816

Publisher: Stukent

**In order to buy and access the book, you need to register an account in Stukent.com. You can do that by going to this link here:**

<https://home.stukent.com/join/4D0-25F>

Once registered, you will be able to log in from [home.stukent.com](https://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

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The internet is a dynamic marketplace if there ever was one. This class will give you a theoretical understanding of the internet marketplace that is necessary to adapt to its many changes, while also equipping you with the skills you'll need to perform vital daily functions. The topics covered will include online advertising, search engine optimization, interactive marketing, e-commerce, social influence, mobile marketing, social media monitoring, brand positioning, crowd funding, two-sided online platforms, and integrating social media with traditional media. By the end of the course, you will be able to walk into any company with an online presence and improve its digital marketing performance.

### Student Learning Outcomes

1. Have in-depth knowledge of key digital marketing concepts.
2. Understand how and why firms utilize digital marketing for multiple goals within a larger marketing strategy
3. Explore the latest digital technologies.
4. Learn the history of the digital marketing and understand the importance of keeping up with the industry given the dynamic and rapidly changing digital landscape

**\*OUR SCHEDULE WILL RUN ON CENTRAL STANDARD TIME.**

*Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, Room 314, (903)886-5133.*

**COURSE GRADING:** Final grades are based upon the Official University policy.

**Grade Distribution:** The following scale will be used to grade the student:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

Weights for Assessment		
Mandatory Zoom meeting	20 pts	20 pts
Quizzes	20 pts x 13	260 pts
Write-up assignments (two)	50 pts x 2	100 pts
Cases (two)	50 pts x2	100 pts
Discussions (two)		100 pts
Total:		580 pts
<b>BOBUS: Digital Marketing Certification 50 pts</b>		

**PLEASE NOTE:** All discussions, exams, cases, and papers must be completed on the due date. Any late discussion, exam, case, and paper will be graded to zero. No extensions or make-ups will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.

**Discussions Topics**

- Discussion 1 topic: Off-site SEO (40 points). Deadline: end of week 2
- Discussion 2 topic: Social Media Plan (60 points). Deadline: end of week 5

All discussion topics were posted under the different weeks in D2L. Please see the Discussion Rubric for details about discussion.

<b>Discussion Rubric</b>			
<b>Task</b>	<b>Accomplished</b>	<b>Proficient</b>	<b>Needs Improvement</b>
<b>Posting (min. 8 sentences are required)</b> ↓	Clearly identifies key or important information "mostly" in your own words, on topic, and utilizing the text and the article, appropriate citations. PROPER MINIMUM LENGTH, (3 points)	Identifies some important information in your own words, on topic, and utilizing the text and the article, however, information missing and or appropriate citations missing, not appropriate length. (2 points)	Does not clearly identify key information, not on topic, does not utilize text and or article, and or, not properly cited. Not appropriate length. (1 point)
<b>Reply including asking a question (min. 6 sentences are required)</b>	Clearly responds to another student's posting in your own words, then ask a question you are interested in knowing. YOU MUST POST YOUR QUESTION, PROPER MINIMUM LENGTH, (3 points)	Responds to another student's posting but you didn't clearly ask a question, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (2 points)	Does not clearly respond to another student's posting, did not ask a question, incomplete in utilizing the text, or the article in your response and not the proper length. (1 point)
<b>Reply answering a question (min. 6 sentences are required)</b>	Clearly state and responds to another student's question in your own words, on topic, and utilizing the text and the article. YOU MUST POST YOUR QUESTION YOU ARE ANSWERING, PROPER MINIMUM LENGTH, (3 points)	State and responds to another student's posting but you didn't clearly answer a question that is posted, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (2 points)	Does not clearly state or respond to another student's posting, incomplete in utilizing the text, and the article in your response and not the proper length. No answer to posted question. (1 points)

Use correct grammar, punctuation, and American Psychological Association (APA) format.	Consistently uses correct mechanics and APA format in writing professionally (0-2 errors). (0 points off)	Uses correct mechanics and APA format in writing professional papers (3-5 errors). (-1 points)	Does not use correct mechanics and/or APA format in writing papers (more than 5 errors). (-2 points)
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### Quizzes-

Weekly 13 quizzes total (from week 2 to week 8). Each quiz is open for a whole week (7 days) for your convenience, but you only have ONE ATTEMP to finish. The time limit for each quiz is 30 minutes. It's being said, you need to finish it within 30 minutes after you start it. Quizzes are closed book and individual. That means using your book or notes, or working with another student is NOT allowed. No make-up quiz is allowed unless you are excused before the deadline.

### Individual Cases (each case costs 50 points)

#### Cases-

You will be working on 2 cases. The case materials and instructions are posted in D2L.

- Case 1- "Lead Generation Campaign" submission deadline: end of week 4
- Case 2- "Landing Page Optimization" submission deadline: 10/20 at 11:30pm

### Write-up assignments (Expert Sessions write-ups)

You will watch 2 Expert Sessions throughout the semester. You'll watch these sessions on the days marked in green on the schedule. You will listen to the lecture on stukent.com and do a one-page write-up. In this write-up, you will teach someone everything you learned from this lecture. This is not a simple summary or regurgitation of information. Rather, you must organize the information and explain it in a way that helps someone else learn the material. You can use bullet points, diagrams, prose, or any other format that helps teach the material effectively.

- Write-up I: SEO (Chapter 4). Deadline: End of week 3
- Write-up II: Social Media (Chapter 9). Deadline: End of week 6

**IMPORTANT:** All works must be completed on time. Late works will not be acceptable. turnitin.com will be used to check the submitted case papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 20%. For a grade "A" project, its turnitin must be less than 8%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.**

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Stukent Digital Marketing Certification is an excellent way to help you build your resume and show your skills and expertise. The certification is **FREE** included with the Digital Marketing Essentials course. Digital Marketing certification is in-demand and continues to grow, earn your certification today for free!

### Digital Marketing Certification

The Stukent Digital Marketing Certification will show that you are fully capable and skilled in applying digital marketing techniques. You will be tested on best practices for managing digital marketing campaigns, conducting keyword research, making data-driven decisions relative to revenues and profits, and making report-based strategy adjustments.

#### Certification Details

- 80 questions
- 2-hour time limit
- You must score 80% or higher to be certified

I encourage everyone to take the test and earn the certification. However, given the difficult level of the test, I put this task as **\*\*optional\*\***. If you can score 80% or higher and earn your certification, you will be receiving a bonus of 50 points on your gradebook. **You must complete and pass the exam by 3/10 11:30pm in order to receive the bonus (50 points).**

## 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_support.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](mailto: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

**The instructor's communication response time and feedback on assessments are stated clearly.**

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Course Specific Procedures/Policies

**Attendance/Lateness, Late Work, Missed Exams and Quizzes and Extra Credit**

### 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](mailto: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.