ONLINE COURSE SYLLABUS: 2024 Spring

Professor:	**Dr. Yuying Shi**
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Office Hours:	**Thursday: 3:30pm-6:00pm or virtual office hour by appointments**

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: SEO Strategy & Skills

ISBN: 978-1-7374823-2-1

Authors: Steve Wiideman & Dr. Scott Cowley
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:
https://join.stukent.com/join/815-B27

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

This course examines the strategic use of search engine optimization in marketing in order to build profitable customer relationships. Topics in the course will include consumer search behavior, search engines and algorithms, website user-experience, on- and off-page SEO, and strategies for conducting SEO campaigns for traditional and niche search engines. The course is designed to teach the fundamentals of SEO as well as provide practice with analysis and skills associated with doing SEO for a business or organization.

Student Learning Outcomes
1. Understand the primary business function of SEO.
2. Perform appropriate analysis in preparation for conducting a successful SEO campaign.
3. Accomplish key tasks associated with SEO for websites and other media
4. Measure and report on SEO outcomes and make adjustments based on performance data.

GRADING

The point distribution for the course is as follows:

Assignments	Total Points	Relating to Outcome
Simternship simulation (9 rounds @ 10 points)	90	1, 2, 3, 4
Linkedln individual SEO project (50 points)	50	1, 2, 3, 4
Assignments (2 each @ 30 points)	60	1, 2, 3, 4
Discussions (2 each @ 20 points)	40	1, 2, 3, 4
Video SEO group project (100 points)	100	1, 2, 3, 4
Exam1 & 2 (1 each @100)	200	1, 2, 3, 4
Total	540	

Note: Details about the assignments, projects and exams will be posted in D2L.

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

Course Specific Procedures/Policies

Individual work Assume that all work should be completed individually unless specified.
Deadline Late assignments will be accepted up to 24 hours after the original deadline but will only be awarded 80% of the assignment score. 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.
Make Up Quiz/Exam No make up quizzes/Exams except in cases of medical and official school excusals (e.g., a dated note from a medical professional or professor).
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.

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

Email Policy:
When you send me email, be sure to include the course title (MKT535) 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.

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.

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.

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

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 (MKT535) 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

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/34Safet yOfEmployeesAndStudents/34.06.02.R1.pdf](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.

STATEMENT ON AI USE IN COURSES [MAY 2023]:

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

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

Please see D2L for the update.