



# EAST TEXAS A&M

**MKT 569**  
**Interactive and Digital Marketing**  
**SPRING 2025**

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<b>Office Hours:</b>	11:00 a.m. – 4:00 p.m. – Wednesdays (Zoom available)

### *General Course Information*

<b>Course Description:</b>
This course integrates social media, search marketing, e-commerce, and mobile, other emerging formats of digital marketing. Students will gain an understanding of how to apply these formats to achieve business objectives and how to assess emerging trends. Contemporary challenges surrounding acquiring customers, generating leads, customer loyalty, brand building, customer relationships, analytics, and analyzing consumer behavior in the digital marketplace will be investigated. Current professional and scholarly literature will be utilized.
<b>Course Objectives:</b>
Upon the completion of this course, students should be able to 1. Understand what digital marketing means 2. Understand and measure the value created by digital marketing 3. Comprehend the importance of contemporary marketing in the digital world (COB SLO 5, measured by case study) 4. Explain how various variables impact the consumer behavior in the real world
<b>Required Text:</b>
“Internet Marketing” by Zahay, 4 <sup>th</sup> edition, Cengage Publishing ISBN: 9780357033883

### *Class Policies*

#### **Grading:**

- 2 Cases (50 points each for a total of 100 points)
- 2 Exams (100 points each for a total of 200 points)
- Discussion Postings – Participation (total of 50 points)
- **Total (350 points)**

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

\* Unexcused absences for exams or other assignments will result in a grade of zero.

Academic regulations and procedures as found in the East Texas A&M University govern all grading and academic policies.

#### **Attendance & Class Participation for Face to Face Classes:**

Attendance and participation are vital to the success of your learning experience. The roll will be taken during the first 5-10 minutes of the class. If you are not in class when the roll is taken you will be marked as absent. Students who leave early without advance notice to the instructor and sleeping during the class session will be marked as absent.

Please note you will not be allowed to make up missed work or exams (arrangements must be made with me **prior** to the due date of the assignment or day of the exam).

It is the student's responsibility to find out from their classmates what materials were covered, distributed, or assigned during any missed classes.

***The attendance policy does not apply to the students of the online class. However, they are expected to be active participants of the class and will be evaluated for participation.***

“Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.”

### *School Policies*

#### **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>

### **East Texas A&M 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 East Texas A&M University 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**

East Texas A&M University

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>

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### **Nondiscrimination Notice**

East Texas A&M University 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 East Texas A&M University 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.

### ***East Texas A&M Supports Students' Mental Health***

The Counseling Center at East Texas A&M 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](http://www.tamuc.edu/counsel)

### **Course Communication:**

It is the responsibility of the student to ensure that all notifications and materials sent to the instructor are received by the instructor.

Students are required to check their email at least once a day. The D2L environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

You will submit your class assignments through the D2L location, and your grades will be recorded for you in the course grade book.

**Case Assignments**

Throughout the term, you will be required to analyze three cases. Cases should be submitted electronically as a Word document. Please note that cases will be analyzed by turnitin.com for plagiarism.

**Exams**

The exams may include combination of multiple choice, true false and short answer questions which will test your competency over marketing analytics concepts. Each exam is worth 100 points. The questions will come from the text and discussion material.

***Week Dates***

<b>Week</b>	<b>Dates</b>		<b>Week</b>	<b>Dates</b>	
Week 1	1/13/25	1/19/25	Week 10	3/17/25	3/23/25
Week 2	1/20/25	1/26/25	Week 11	3/24/25	3/30/25
Week 3	1/27/25	2/2/25	Week 12	3/31/25	4/6/25
Week 4	2/3/25	2/9/25	Week 13	4/7/25	4/13/25
Week 5	2/10/25	2/16/25	Week 14	4/14/25	4/20/25
Week 6	2/17/25	2/23/25	Week 15	4/21/25	4/27/25
Week 7	2/24/25	3/2/25	Week 16	4/28/25	5/4/25
Week 8	3/3/25	3/9/25	Week 17	5/5/25	5/9/25
Week 9	3/10/25	3/16/25	Week 9 is Spring Break		

*The course schedule is on the next page.*

***Course Schedule (Please note that the course schedule is subject to change at the discretion of the instructor)***

1	1	Syllabus Review & Student Introductions
2	2	
3	3	Discussion Board
4	4	
5	5	Case 1
6	6	
7	7	Discussion Board
8		
9	8	Exam 1
10		Spring Break
11	9	Discussion Board
12	10	
13	11,12	
14	13, 14	Discussion Board
15	15	Case 2
16	16, 17	
17	18	Discussion Board
18		Final Exam