Digital Marketing (MKT-497-01W)

COURSE SYLLABUS: Fall 2025

INSTRUCTOR INFORMATION

Instructor:	Yazan Kakish, Director of Marketing and Communications / Adjunct Professor of Marketing
Office Location:	Dallas, 20th Floor, Room 2054
Office Hours:	By Appointment
MKT Office Phone:	903-886-5692
Office Fax:	903-886-5693
University Email Address:	Yazan.Kakish@ETAMU.edu
Communication:	For all inquiries (personal concerns, questions, etc.) please email me. You can expect an email response back within 24 hours (except on weekends). Please ensure you are using your myLeo email address and include the course name, section, and subject in the subject line (i.e. Digital Marketing (MKT-497-01W): Exam 1). You are expected to check your emails at least once a day and log into your d2l at least twice a week. If you don't respond to emails or log in over a prolonged period (5 days) then I will assume you intend to drop the course.

Welcome students to MKT-497-01W this Fall 2025 Semester. I am thrilled to have you embark on an exciting educational journey where we will delve into the exciting world of digital marketing. Designed for the digital age, this course equips you with the skills to craft strategy-driven campaigns, understand online consumer behavior, and master tools like SEO, social media, AI marketing, and more.

This Fall 2025 course will officially run from August 25 to December 12, 2025. All course materials—including the textbook, Chapter Slides from McGraw-Hill, personalized lecture slides and videos, Exams for Units 1–3, and all 12 homework assignments—are already uploaded to D2L (Brightspace).

You are encouraged to work at your own pace, but all assignments must be completed within the official course period. To support your progress, I've included a suggested timeline below to help you stay on track. Following it is optional, but recommended.

I look forward to being your instructor for this course and expect to have an amazing semester.

Thanks,
Professor Yazan Kakish

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

All sections of MKT-497-01W are Inclusive Access. You will access the homework directly from the D2L (BrightSpace) course website.

For this semester, your textbook and homework assignments—provided through McGraw Hill. The cost for these materials will be billed directly to your student account. Information on how to access the materials or opt-out of the program will be provided to you via email. You will receive an email with additional information prior to the start of the semester at the Student email address (.edu domain) that is issued by the College/University. Instructions for accessing the materials are provided in the course announcements on D2L.

DIGITAL MARKETING, 2025 RELEASE

Author: Raj Sachdev
Edition: 2025 Release
Published Date: NA
ISBN: 978-1-266-85651-8 (bound) or 978-1-265-44763-2 (loose-leaf)
Publisher: McGraw Hill

Course Description

This course is an introduction to the concepts, principles, problems, and applications of marketing. We will emphasize all functional areas and institutions of marketing including target marketing and positioning of products and organizations, consumer and organizational markets, product management, pricing, channels of distribution, marketing ethics, promotions, services, and international marketing.

Student Learning Outcomes

This course is designed to enhance students' understanding and application of core digital marketing concepts, strategies, and tools. Upon successful completion of this course, students will be able to:

1. SLO 1: Define digital marketing and identify its evolution, major types, and role in providing value to businesses and consumers.
2. SLO 2: Analyze the digital marketing environment and apply the digital marketing mix to real-world scenarios.
3. SLO 3: Develop a comprehensive digital marketing strategy and plan using foundational marketing principles and tactical insights.
4. SLO 4: Evaluate digital consumer behavior, map the customer journey, and construct digital buyer personas.
5. SLO 5: Apply principles of website marketing, SEO, email, social media, mobile, and app marketing to digital campaigns.
6. SLO 6: Utilize analytics, measurement, and ROI tools to assess digital marketing performance.
7. SLO 7: Demonstrate understanding of ethical, legal, privacy, and security considerations in digital marketing.
8. SLO 8: Anticipate and assess emerging trends in digital marketing and propose future-ready strategies.

COURSE REQUIREMENTS

Instructional Methods

The course is organized in three units: Unit One is comprised of Chapters 1-4, Unit Two chapters 5-8, and Unit Three chapters 9-12. Each unit includes one homework assignment (HW) per chapter, a unit exam covering four chapters, and finally one comprehensive final that will include all 12 chapters all of which are to be accessed, completed, and submitted through D2L (BrightSpace).

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

Weights for Assessment	
12 HW Assignments (one per chapter)	10%
12 SmartBook Assignments (one per chapter)	10%
3 Unit Exams (one exam for each unit)	60% (each worth 20%)
Comprehensive Final Exam	20%
Total	100%

ASSESSMENTS

Since this course is fully online, all course materials—including lecture videos, chapter slides, professor-curated slides, homework assignments, unit exams, and the final comprehensive exam—will be made available on D2L. **Please follow the course schedule provided below that outlines when assignment (homework, reading, assignments, exams, etc. open and when they are due by.**

To access your materials, navigate to the left-hand panel on the main course page in D2L and select the corresponding tabs (e.g., Homework, Exams, Lectures, etc.). Each item has been organized for ease of access and completion.

Please note that the video lectures say that the Smartbook chapter exams are not graded when they are graded and worth 10% of your grade. I decided to change this as they chapter comprehension and support your study efforts.

Because this is a self-paced course, it is your responsibility to allocate adequate time to complete all requirements before the deadline. No late submissions will be accepted unless explicitly stated.

Important: Do not use any form of Artificial Intelligence (AI) to complete your assignments. I'm only interested in your original work—your understanding, your effort, your voice.

Unit Exams & Comprehensive Final Exam: (80% of total course grade)

Closed-book exams will cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the D2L quiz tool. The exams will be timed, and grades made available to students following the submission of the exam. If you lose internet connectivity during the exam, log back in immediately and continue with the exam**. Save your answers often (every 5-10 minutes).** If you experience any issues while taking the exam, you must contact the Helpdesk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

To contact HelpDesk please email them at helpdesk@ETAMU.edu and/or call them at 903-468-6000.

Unit Exams: There are three exams, one for each unit, each worth 20% for a total of 60% of your grade. Each exam will consist of 50 multiple-choice questions. You will only see one question at a time, and you must answer it before proceeding to the next question. There is no going backward so once an answer is selected it cannot be changed. The exams are proctored and you will have 90 minutes to complete. Exams are closed book and individual. That means using your book/notes, the internet, your phone, or working with another student is considered cheating and is grounds for an F in the course. Grading is objective, based on terms, concepts, and examples in the textbook.

Comprehensive Final Exam**:** This is at the end of the course and is worth 20% of the total class grade. It consists of 50 multiple-choice questions, will also be proctored, and you will have 90 minutes to complete it.

This course employs Proctorio, a proctoring service to ensure exam security. Proctorio relies upon an algorithm to flag suspicious behavior. Your instructor can review recorded testing sessions to determine if cheating has taken place. An exam should be a measure of a student's learning. Academic dishonesty diminishes a student's learning, and also devalues the learning of other students. It is unacceptable in an academic community. Proctorio software may be used during one or more exams. If you do not have a camera on your computer, the instructor will send you a link to purchase an external camera for approximately $10, which must be ordered in advance of the exams.

Connect HW Assignments (20 % of total course grade)

Connect Homework Assignments: For each chapter, there are interactive exercises that combined are worth 20% of the total class grade. The assignments are designed to take students roughly 30 - 45 minutes and can be accessed through D2L. Assignments will open on the first day of the week (Monday) and will close on the last day of the week (Sunday) prior to midnight. I strongly recommend that you read the chapter first, and then review the PowerPoint presentation before you attempt the assignment. Time management and meeting deadlines are important in the business world. Since this is a self-paced class I would recommend constant communication you're your professor and plan to set up reminders to avoid missing any activity.

Assessment Method: Connect assignments are objective-formatted questions. Your points are weighted to equal 20% of your final grade.

COURSE OUTLINE SCHEDULE

Below is the assignment schedule with due dates for each task required to complete this course. All course materials—including lecture videos, slides, homework assignments, and exams—are available on D2L. Each tasked will be opened on the week of the corresponding date and closed on the close date indicated. **No tasks will be opened or the closed date postponed.**

As this is a self-paced, the responsibility is on you to manage your time effectively. I've done my best to space out the workload evenly, but please remember—this format requires discipline and commitment.

TASK	CHAPTER	ASSIGNMENTS	OPEN DATE	CLOSE DATE
1	Chapter 1	Read Chapter 1 Watch Lecture Video Review Slides HW Assignment 1 + SmartBook CH 1	25-Aug-2025	8-Sep-2025
2	Chapter 2	Read Chapter 2 Watch Lecture Video Review Slides HW Assignment 2 + SmartBook CH 2	1-Sep-2025	15-Sep-2025
3	Chapter 3	Read Chapter 3 Watch Lecture Video Review Slides HW Assignment 3 + SmartBook CH 3	8-Sep-2025	22-Sep-2025
4	Chapter 4	Read Chapter 4 Watch Lecture Video Review Slides HW Assignment 4 + SmartBook CH 4	15-Sep-2025	29-Sep-2025
5	Unit Exam 1	Take Exam	22-Sep-2025	28-Sep-2025
6	Chapter 5	Read Chapter 5	29-Sep-2025	13-Oct-2025

		Watch Lecture Video Review Slides HW Assignment 5 + SmartBook CH 5		
7	Chapter 6	Read Chapter 6 Watch Lecture Video Review Slides HW Assignment 6 + SmartBook CH 6	6-Oct-2025	20-Oct-2025
8	Chapter 7	Read Chapter 7 Watch Lecture Video Review Slides HW Assignment 7 + SmartBook CH 7	13-Oct-2025	27-Oct-2025
9	Chapter 8	Read Chapter 8 Watch Lecture Video Review Slides HW Assignment 8 + SmartBook CH 8	20-Oct-2025	3-Nov-2025
10	Unit Exam 2	Take Exam	27-Oct-2025	2-Nov-2025
11	Chapter 9	Read Chapter 9 Watch Lecture Video Review Slides HW Assignment 9 + SmartBook CH 9	3-Nov-2025	17-Nov-2025
12	Chapter 10	Read Chapter 10 Watch Lecture Video Review Slides HW Assignment 10 + SmartBook CH 10	10-Nov-2025	24-Nov-2025
13	Chapter 11	Read Chapter 11 Watch Lecture Video Review Slides HW Assignment 11 + SmartBook CH 11	17-Nov-2025	1-Dec-2025
14	Chapter 12	Read Chapter 12 Watch Lecture Video Review Slides	24-Nov-2025	10-Dec-2025

		HW Assignment 12 + SmartBook CH 12		
15	Unit Exam 3	Take Exam	1-Dec-2025	7-Dec-2025
16	Final Comprehensive Exam	Take Exam	8-Dec-2025	10-Dec-2025

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are the 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 ETAMU 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 or click on the **Live Chat** or click on the words "click here" to submit an issue via email.

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

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

1. **Put all deadlines in your planner/calendar/phone. Deadlines are very important in business, and I expect you to keep up with them.**
2. **Be a contributing team member. Do your fair share and don't keep team members wondering if you're going to come through. Communicate.**
3. **Login at least every other day during the semester. Check emails daily.**

Artificial Intelligence

East Texas A&M University 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.

13.99.99.R0.03 Undergraduate Academic Dishonesty
13.99.99.R0.10 Graduate Student Academic Dishonesty

NOTE: Please do not use any form of Artificial Intelligence (AI) for any assignments in this course. I am only interested in reading your work, not that of a computer.

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.

Chttp://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

ETAMU 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

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

Website: Office of Student Disability Resources and Services
http://www.ETAMU.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/

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.

AI use policy [May 2023]

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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.

13.99.99.R0.03 Undergraduate Academic Dishonesty
13.99.99.R0.10 Graduate Student Academic Dishonesty