



East Texas A&M University

MKT 569, 01W, Interactive Digital Marketing
COURSE SYLLABUS: Spring 2026

Modality: Online Asynchronous

Time and Location: Online asynchronous classes do not have a specific class meeting time. Students are required to access course material via D2L and participate in course forums. Attending office hours is highly encouraged.

INSTRUCTOR INFORMATION

Instructor: Dr. Atefeh Yazdanparast
Office Location: McDowell Administration Building, Room 327
Office Phone: 903.886.5191
Office Hours: Zoom: Tuesdays from 11:00 am to 1:30 pm (CST)
Zoom: Thursday from 11:00 am to 1:30 pm (CST)
Click [here](#) to access Zoom link (Meeting ID: 375 131 0620; Passcode: 123456)

University Email Address: Atefeh.yazdanparast@etamu.edu

Preferred Form of Communication: Email (always put course number in the subject line)

Communication Response Time: Within 24 hours (except for weekends and holidays)

COURSE INFORMATION

Course Materials

1. Required Textbook bundle: E-book and Online Simulation: Jeff Larson and Stuart Draper, *Digital Marketing Essentials & Simulation* (2025).

Go to: <https://join.stukent.com/join/B63-661>

- You will be prompted to enter your **ETAMU email address** and your **full name**, and then create a password. From there you will be prompted to pay.
- 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 purchasing directly from Stukent.
- You will have access to e-book chapters once you purchase the course bundle on Stukent.
- Here is the [Student Registration Guide](#).

The syllabus/schedule is subject to change.

Note: Stukent customer support information is provided here in case you run into any issues:

- Email: support@stukent.com
- Phone: +1 855 788 5368;
- Hours: M-F 8:00AM-10:00 PM EST, Sat 12:00PM-4:00PM EST

Note: The e-book/simulation bundle provides access to the following:

- Optional Digital Marketing Simternship certification (upon successful completion of the simulation)
 - Optional Digital Marketing certification (upon receiving 80% or higher in the certification exam)
 - Chapter Expert session videos and optional quizzes
2. Lecture slides, supplemental readings, and relevant videos are provided in D2L.
 3. Project and assignment materials are provided in D2L.
 4. Semrush for Education Program material.

Course Description

Digital marketing is an exciting area of marketing practice. This course is designed to arm students with a comprehensive understanding of the field of digital marketing and social media. The topics covered will include web design, analytics, search engine optimization, search engine marketing, online advertising, email marketing, social media, and reputation management.

Student Learning Outcomes

By the end of the course, students will be able to:

- **Discuss** the digital marketing framework and its key elements.
- **Use** various tools and technologies to measure digital marketing programs.
- **Discuss** social listening and analytics concepts and tools such as Google Analytics 4.
- **Interpret** and **translate** digital marketing metrics into actionable recommendations for digital marketers.
- **Evaluate** digital marketing campaigns in line with business objectives.

REQUIREMENTS

Minimal Technical Skills Needed

The course requires the use of the learning management system (D2L), and the use of Microsoft Office for assignments.

Instructional Methods

The course will use a combination of lecture ppts, videos, and online discussions. All course materials are provided in D2L. Although the course is fully online (i.e., we do not have a specific class meeting time), it is a robust course with significant engagement requirements. Students are

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expected to participate regularly every week in D2L across all activities (viewing, listening, reviewing, writing, discussing).

IMPORTANT: Although the course is fully online (i.e., we do not have a specific class meeting time), it is a robust course with significant engagement requirements. Students are expected to participate regularly every week in D2L across all activities (viewing, listening, reviewing, writing, discussing). Missing some or all of a week's activities will reduce your grade.

Note: Each week a section in D2L will provide access to everything you will need to be prepared for that week. Each week's section will be available from Monday at 6:00 AM (CST).

Each week's section will follow a similar pattern, as outlined below:

- **Introduction & Overview:** At the start of each week, click on the appropriate section and read the Weekly Introduction and Overview to get an idea of what will be covered and what will be required for that week.
- **Resources:** Each week's section provides you access with all materials that you need to read, watch, or review that week such as chapter slides and video lectures for the week. Note that the book chapters are available via the Stukent platform (for access to Digital Marketing Essentials e-book materials).
- **Assignments:** All assignments and related information for each week are also provided in this section.

Student Responsibilities/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.

IMPORTANT: All graded components of the course must be completed by the due date. Late work will not be accepted and will be graded as zero.

IMPORTANT: When sending me an email, be sure to include the course title (MKT569) and section number in the subject line.

GRADING

Grading Rights and Responsibilities:

Most assignments will be graded within 10 business days of the deadline. All written assignments must be turned in on time. **Late assignments will not be accepted.** In addition, **plagiarism will result in a grade of "F" for this course.** Students are expected to be familiar with what constitutes plagiarism. If you are uncertain, please ask!

The syllabus/schedule is subject to change.

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	90-100	80-89.9	70-79.9	60-69.9	59 or Lower
Letter Grade	A	B	C	D	F

Grading will be based on your performance on the following evaluation instruments:

Assignment	Points	%
1. Digital Marketing Analytics Workshops (4 @ 5)	20	20%
2. Digital Marketing Simternship (9 Rounds @ 3)	27	27%
3. Google Analytics 4 Certification	7	7%
4. Semrush Certifications	16	12%
5. Semrush Project	15	15%
6. Digital Marketing Exam	15	15%
Overall	100	100%

Assessments and Assignments:

- Digital Marketing Analytics Workshops (20 points):** Throughout the semester, students will participate in four workshops focused on various digital marketing analytics tasks. The workshops are individual hands-on activities that require students to follow the instructions to complete specific tasks. Students are provided with instructions/video tutorials and a list of tasks for each workshop. They should complete the tasks listed for each workshop and turn in their completed tasks via D2L. The workshops focus on the following topics:
 - Workshop#1: Website Analytics with Google Analytics 4*
 - Workshop#2: Paid Media Analytics with Google Analytics 4*
 - Workshop#3: Social Media Analytics with Facebook Insights*
 - Workshop#4: Mobile App Analytics with Google Analytics 4*
- Digital Marketing Simternship (27 points):** Students must complete nine rounds of Digital Marketing Simternship simulation. This is an online simulation aimed at providing you with hands-on learning experience about tasks such as creating and optimizing pay per click advertising campaigns, performing strategic keyword research, conducting landing page optimization, creating and analyzing display and remarketing ads, and measuring key performance indicators.

Note: Students must register for the simternship (through the course bundle link), carefully watch the introductory video, and complete the nine rounds of simulation (due dates are listed on course schedule). Students will be able to view their performance for each round compared to other students in an anonymous format. Detailed feedback is also provided in the simulation environment. Students should go through the feedback before proceeding to the next rounds. Upon successful completion of nine graded rounds, students have the option to complete round 10 and receive a completion certificate and two bonus points.

Note: The completion of nine rounds, you will receive 27 points (regardless of your ranking in each round). However, the profit ranking will be used to provide bonus points to the top performers:

- Students with the rank of 1-3 in each round will receive .5 bonus point
- Depending on the class size, students with the rank of 4-5 will receive .25 bonus points

Note: Support is provided within the simulation environment (by clicking “Help” on the top right). Stukent Virtual Teacher’s Assistant (TA) is also available for questions regarding the simulation.

- Email: virtualta@stukent.com
- Phone: +1(855) 788-5368

3. Google Analytics 4 Certification (7 points): Google Analytics 4 is one of the most popular digital marketing analytics software. Throughout the semester and in various workshops, we discuss Google Analytics 4 functions and demonstrate how to work with it. Students are required to complete Google Analytics 4 certifications and submit the certification via D2L. The certification could be earned for free through Google Skillshop. The link to the certification exam is provided below:

- Google Analytics 4 Certification – [Google Skillshop](#)

4. SEMrush Academy Certifications (16 points): Semrush is a leading online visibility management and content marketing software as a service (SaaS) platform trusted by over 10 million. Through Semrush for Education Partner Program, you get free access to several training modules and certifications. While you may choose to complete several trainings per your personal interest, the following certifications are required for our course:

- SEO (SEO Essentials with Semrush by Kyle Byers)
- Content Marketing (Content Marketing Principles for Business by Chima Mmeje)
- Social Media (Social Media Marketing Crash Course by Janet Machuka)
- Analytics (Fundamentals of Marketing Analytics by Jeff Sauer)

IMPORTANT: You must submit proof of completion of the certifications on D2L to receive credit.

5. Project (15 points): You will complete one individual project as listed below:

- **SEMrush Keyword Research and Content Marketing Project:** This project requires students to work with Semrush’s Guru plan to identify keywords to be used for writing a blog that drive sales to a company’s specific product line. Project instructions provide detailed and step-by-step information on how to work with Semrush. Free access to the Semrush Guru plan will be provided to students as part of the Semrush academy partnership.

6. Digital Marketing Exam (15 points): The exam tests your knowledge of best practices on managing digital marketing campaigns, conducting keyword research, making data-driven decisions relative to revenues and profits, and making report-based strategy adjustments.

- The time limit for the exam is 120 minutes.

- The exam questions are designed and administered by Stukent. The exam is out of 100, and what you get in the exam will be converted to a grade out of 15 and will account for 15% of your total grade in the course.
- The course e-book (i.e., Digital Marketing Essentials) and lectures are the best resources for preparation for the certification.
- Note that if you get 80% or higher in the exam, you will also receive a digital marketing certification from Stukent. I will reward those who earn the certification with 2 bonus points.
- The certification will automatically be generated for you if you earn at least 80% in the exam.

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
- Zoom Video Conferencing Tool: https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

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 and holidays, the response time may vary.

- When you send me an email, be sure to include the course title (MKT569) and section number in the subject line.
- Please use proper salutations (i.e., “Dear Dr. Y” or “Dear Dr. Yazdanparast”) and communicate professionally. Make sure you read the syllabus and check the emails/announcements. In most cases, your question is already addressed either in the syllabus or via D2L announcements. If your question is already answered in the syllabus, I will refer you to the syllabus.

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

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Attendance Policy: Regular class attendance is required to keep up with assigned readings, lectures, and assignments. Excessive class absences, tardiness and/or failure to keep up with assigned readings will inevitably result in lower grades.

Assignment Policy: All assignments will be graded within 14 business days of the due date. Some students might turn in the assignment earlier than the due date. I grade all assignment together unless you make specific requests.

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

Extra credit policy: No extra credit will be available unless it is offered to the entire class. 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. List of available extra credit/bonus point opportunities is provided at the

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end of the syllabus. If any other extra credit opportunities become available, they will be announced by email and/or D2L announcement in advance.

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.

<https://inside.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>.

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 Procedures 13.99.99.R0.01](#)

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

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](#)

[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

[Graduate Student Academic Dishonesty Form](#)

<https://inside.tamuc.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.pdf>

Students with Disabilities- ADA Statement

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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
Velma K. Waters Library Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@tamuc.edu
Website: [Student Disability Services](http://www.tamuc.edu/student-disability-services/)
<https://www.tamuc.edu/student-disability-services/>

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.

A&M-Commerce Supports Students' Mental Health

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

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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

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



<http://telusproduction.com/app/5108.html>

AI use policy [Draft 2, May 25, 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.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

IMPORTANT DATES

Jan. 29	First day of class
Mar. 9-13	Spring break (no classes)
May 1	Last day of class
May 2-8	Spring Finals week

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THREE TIPS FOR SUCCESS IN THE NEW SEMESTER

- Tip#1: Organization is key.
- Tip#2: Time management is essential.
- Tip#3: Remind yourself of why you're in school.

DISCLAIMER

The instructor reserves the right to make changes to any information contained in this syllabus at any time during the semester. Changes will be announced, and an updated version of the syllabus will be posted on D2L and/or distributed to students.

COURSE OUTLINE / CALENDAR

This schedule is subject to change. Please review the course D2L for the most up-to-date information

Week (Dates)	Topics/Readings	Activities/Workshops and Assignments (Due Dates)
1 (Jan.29- Feb. 1)	Syllabus Chapter 1: Digital Marketing Foundations	Week#1 Discussion: Self-introduction (Due: Feb. 1, 11:59 PM CST)
2 (Feb.2- Feb.8)	Chapter 2: Website Design	Activity: Website Design Audit
3 (Feb.9- Feb.15)	Chapter 3: Analytics	Workshop#1: Website Analytics with GA4 (Due: Feb.15, 11:59 PM CST)
4 (Feb.16- Feb.22)	Chapter 4: On-Site SEO On-Site SEO supplemental reading	Activity: Moz Keyword Explorer
5 Feb.23- Mar.1)	Chapter 5: Off-Site SEO Off-Site SEO supplemental reading	Activity: Moz Bar
6 (Mar.2- Mar.8)	Chapter 6: Paid Search Marketing SEMrush project material/Access to SEMrush Academy	Workshop#2: Paid Media Analytics with GA4 (Due: Mar.8, 11:59 PM CST) Simulation: Introduction & Round 1 (Due: Mar.8, 11:59 PM CST)
Mar. 9-13 Spring break (No Classes)		
7 (Mar.16- Mar.22)	Chapter 7: Display Advertising Display advertising supplemental reading	Simulation: Rounds 2 & 3 (Due: Mar.22, 11:59 PM CST)
8 (Mar.23- Mar.29)	Chapter 8: Email Marketing	Simulation: Round 4 (Due: Mar.29, 11:59 PM CST)
9 (Mar.30- Apr.5)	Chapter 9: Social Media Marketing	Workshop#3: Social Media Analytics with Facebook Insights (Due: Apr.5, 11:59 PM CST) Simulation: Rounds 5 & 6 (Due: Apr.5, 11:59 PM CST)
10 (Apr.6- Apr.12)	AI in Marketing	Simulation: Round 7 (Due: Apr.12, 11:59 PM CST)
11 (Apr.13- Apr.19)	Chapter 11: Online Reputation Management	Simulation: Rounds 8 & 9 (Due: Apr.19, 11:59 PM CST)
12 (Apr.20- Apr.26)	Chapter 12: Mobile Marketing	Workshop#4: Mobile App Analytics with GA4 (Due: Apr.26, 11:59 PM CST)
13 (Apr.27- May 1)	Chapter 13: Digital Marketing Strategy	SEMrush project: (Due: May 1, 11:59 PM CST) Google Analytics 4 and Semrush Certifications (Due: May 1, 11:59 PM CST)
Digital Marketing Exam (available between May 4-6 th , 11:59 CST)		

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Course Assignment Summary

Assignment	Available from	Due Date	Points Dedicated
Digital marketing analytics workshops	Beginning of week 3, 6, 9, & 12	End of week 3, 6, 9, & 12	20
GA4 certification	Beginning of semester	May 1, 11:59 PM CST	7
Simulation (weeks 6, 7, 8, 9, 10, & 11)	Beginning of the week	End of respective week (11:59 PM CST)	27
SEMrush Certifications	Beginning of week 6 (Mar.8)	May 1, 11:59 PM CST	16
SEMrush project	Beginning of week 6 (Oct.8)	May 1, 11:59 PM CST	15
Stukent digital marketing exam	May 4	May 6, 11:59 PM CST	15

Note: No late submission will be accepted (i.e., late submissions receive zero).

Extra Credit/Bonus Point Opportunity Summary

Assignment	Available from	Due Date	Max Bonus Points
Simulation round ranking	Beginning of weeks 6, 7, 8, 9, 10, & 11	End of respective Weeks	0.5/week (ranks 1 st -3 rd) 0.25/week (rank 4 th -5 th) depending on class size
Optional digital marketing simternship/simulation certification *	Beginning of week 11 (Apr.21)	End of week 12 (Apr. 26, 11:59 PM CST)	2
Digital marketing Certification through the exam on Stukent **	May 4	May 6, 11:59 PM CST	2

***About Digital Marketing Simternship Certification of Completion:**

Once you complete round nine, the graded portion of the simulation is completed. You have the option of completing the last round (campaign optimization) and receiving a certificate of completion. You will receive 2 bonus points for receiving the certification.

****About Digital Marketing Certification:**

You have the opportunity to receive the certification and two bonus points if you score 80% or higher in the digital marketing exam. Note that your score in this exam will be converted to a grade out of 15 and account for 15% of your total grade in this course.

Have a Great Semester!

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