

MKT 569.01E: Interactive Digital Marketing

Instructor: Dr. Ruiliang Yan

Office Location: BA 204

Office Hours: Th: 5:00-6:00pm and online Tu&Th 2:00-4:00pm

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Preferred Form of Communication: **Email is the preferred communication in this class, emails will be sent to students East Texas A&M account ONLY. Students must routinely check email.**

Communication Response Time: **Email should be sent through your Leo account. Email subject should begin with “MKT 569.01E”. Email with the right format can expect response within 24 hours, otherwise it is more likely to be missed due to overwhelming emails*****

COURSE INFORMATION

Course Description

Digital transformation and big data have revolutionized marketing. Successful marketers need to adapt their strategies and stay current on the latest digital media technologies, data analytics technologies, and trends. This Digital Insights course is designed to offer a comprehensive overview of the fundamentals of digital marketing from display advertising, search engine marketing, social media marketing, and email marketing to the impact of marketing analytics. The course will help you develop a deep understanding of consumers and the digital marketing channels available to help reach consumers by learning statistical techniques to track, analyze, and optimize marketing campaigns to maximize return on investment (ROI). The course will provide the necessary information for you to improve the digital marketing performance of any company with an online presence.

Course Objectives

This course is a required course in the M.S. Marketing program. It is also part of the Digital Insights Micro Credential stackable certificate. Course objectives include: (1) Understand in-depth knowledge of key digital marketing concepts; (2) Demonstrate the key technologies and strategies used by firms in digital advertising; (3) Understand the key metrics in web and social media analytics; (4) Develop analytical abilities to solve real business problems; (5) Develop critical thinking, and business communication skills.

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.

WELCOME TO MARKETING 569 INCLUSIVE ACCESS COURSE!

You are enrolled in Marketing 569, which incorporates the required eBook and assignments and exams package into the D2L course website. This gives you access to the required materials on the first day of class, and at a substantial discount over normal prices. Please watch the following video for Connect access for Inclusive Access:

<https://www.mheducation.com/highered/support/connect/first-day-of-class/ia-d2l.html>

Textbook(s) Information:

TEXTBOOK: Digital Marketing by Raj Sachdev, 1st Edition, 2024



COURSE REQUIREMENTS

Grading

Total Points Possible for Semester = 700 pts

90% - 100% = A
80% - 89.9% = B
70% - 79.9% = C
60% - 69.9% = D
0 - 60% = F

Weights for Assessment		
SB Assignment (Chapters 1-10)	20 points each	200 pts
2 Case Application Assignments	50 points each	100 pts
2 Exams	100 points each	200 pts

Total:		500 pts
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*Please note that assignment due dates are listed on the course schedule and posted on Canvas. All deadlines are firm, and missed submissions will receive a grade of zero. However, I understand that sometimes things come up, such as illnesses, work issues, and personal events. In such cases, please contact me **BEFORE** the deadline to request an extension.

SB Connect Assignments (20 points each): You are required to do 10 chapters of SB homework. These practice questions will give you immediate feedback on what you have learned from reading and lectures, and will also strengthen memory recall, improve course retention, and boost grades. The questions will adjust to the level of difficulty needed. You will receive your grades immediately right after the completion of each assignment. **Tips for success:** Meeting the deadline is extremely important. If you finish these homework on time, your homework grade will be 100%. Otherwise, your grade will be partial or even ZERO, depending on the time you start and finish. In other words, the deadlines are firm. DO NOT ask for homework make-up because SB assignments are open for the whole semester.

Exams (100 points each): Each exam covers 4 or 5 chapters and consists of 50 multiple-choice questions, with 60 minutes allowed to complete. Each exam is open for 7 days for your convenience, you have ONE Attempt only to finish. That means using your book or notes, or working with another student, or using any artificial intelligence (AI) or quiz software is considered cheating and may result in failing the course and/or other academic dishonesty disciplinary actions. You will need to log into your McGraw-Hill Connect account and take the exam there.

Case Application Assignments (50 points each): Throughout the course, you will be required to complete TWO case simulations designed to apply digital marketing and search engine optimization strategies to real-world scenarios. The assignments are in your McGraw-Hill Connect account.

*Please note that the schedule is tentative and subject to change.