

# College of Business Administration

**Texas A&M University- Central Texas**  
**Course Syllabus (Fall 2021)**  
**MKTG 4305-110**  
**Digital & Internet Marketing**

## **COURSE DATES, MODALITY, AND LOCATION**

**Date:** Aug 23 – Dec 10

**Modality:** This course is a 100% online course utilizing the TAMUCT Canvas Learning Management System [<https://tamuct.instructure.com/login/ldap>]. Students will access all course materials, assignments, exams, student-instructor/student-student communication, and resource links via the Canvas website.

## **INSTRUCTOR AND CONTACT INFORMATION**

**Instructor:** Dr. Yiwen Chen

**Office:** Founder's Hall 217

**Email:** [yiwen.chen@tamuct.edu](mailto:yiwen.chen@tamuct.edu) (preferred) or Canvas Inbox

**Office Hours:** MW 1:00p -2:00pm (WebEx) or by appointment. Email me to set up a virtual appointment. The meeting will be held on WebEx. You will need to schedule the meeting at least 12 hours before the requested date.

**Student-Instructor Interaction:** I check my emails daily and you can expect me to reply to your emails within 24-48 hours unless there is some emergency. Please do not wait till the last minute to email me regarding tests or assignments in the course.

**Email Etiquette:** When communicating via email, make certain to adhere to the following email etiquette standards: (1) begin your message with a greeting (2) formally address the person you are emailing (use Mr., Ms., Mrs., Dr., Professor, or other appropriate title followed by the person's last name), (3) identify yourself and state the purpose of your email, and (4) add a signature, including your name and contact information.

## **COURSE INFORMATION**

### **Course Overview and description**

This course provides a theoretical and practical understanding of digital marketing. Students will learn various digital marketing practices such as managing and executing search engine optimization campaign (e.g., Google AdWords), building an effective website, launching an effective email campaign, and converting clicks into purchases through an experiential learning approach.

## Course Objectives

Students who successfully complete this course will understand and be able to implement the following:

1. *Web Building and Design & Landing Page Optimization* – Build and design web in such a way that the webpage will create optimal amount of traffic and click through rate. (Assessed by exams, quizzes, assignments, expert session and Mimic Pro Simulation)
2. *Web Analytics* – Differentiate and choose the most appropriate key performance indicators (KPIs) for various type of website. (Assessed by exams, quizzes, and Mimic Pro Simulation)
3. *Search Engine Optimization (SEO)* – Identify, learn, and be able to apply different on-site vs. off-site SEO techniques and solutions to improve its organic search rankings. (Assessed by exams, quizzes, expert session and Mimic Pro Simulation)
4. *Paid Search Marketing* – Create a paid search engine marketing campaign, evaluate its effectiveness, and finally recommend changes that will improve the campaign's conversion rates. (Assessed by exams, quizzes, expert session and Mimic Pro Simulation)
5. *Online Advertising* – Familiarize and distinguish the various methods of online display advertising. Create an online display ad campaign and measures its ROAS (return on ad spend). (Assessed by exams, quizzes, and Mimic Pro Simulation)
6. *Email Marketing* – Compare and contrast various customer relationship management metrics in measuring the success of email marketing campaign. (Assessed by exams, quizzes, expert session and Mimic Pro Simulation)
7. *Social Media* – Utilize knowledge of social media tactics to design an effective social media campaign. (Assessed by exams, quizzes, expert session and Mimic Pro Simulation)

Throughout your learning process in this class, you will have to apply the vocabularies and concepts into a real-world situation through Mimic Pro Simulation. By completing this simulation, you will be able to perform the following:

- Write targeted ads
- Perform strategic keyword research
- Create high converting landing pages
- Measure KPIs (key performance indicators)
- Review historical data and decide on the best campaign decision
- Create and distribute email marketing

And to do all of the above in ways that are applicable to B2C and B2B firms, non-profit organizations, and public agencies that are both of broad interest to all and of specific interest to each individual. The module-level learning objectives will be available in Canvas at the start of each module.

## Required Textbook and other Resources

This course uses a **digital marketing essential** course bundle (including a digital textbook, a Mimic Pro simulation, and essential videos) that can be purchased through this link below or bookstore (I would encourage using this link)

<https://home.stukent.com/join/7F8-AF2>

Supplemental Textbook and Reading:

**e-Marketing 6<sup>th</sup> edition. (I will post it on Canvas under “orientation”)**

**\*\*additional readings will be announced during class\*\***

## **COURSE REQUIREMENTS**

### **Student Introduction Video (10 pts):**

Students will be asked to create an introduction video for the first week of class. The student video should be no longer than 1 minute and should include the following information: (1) student name, (2) declared major, (3) anticipated graduation semester, (4) current occupation, (5) expectations of this course, and (6) something interesting about themselves. This video will allow the professor to become acquainted with each student's background.

### **Exams (2 @100 pts):**

There will be two non-cumulative exams during the semester. Exams will be based on the readings, video lectures and assignments. Questions will focus on your understanding of internet marketing vocabulary and concepts and your ability to apply these concepts to real-world problems.

If you must miss an exam for a *documented, university-approved* reason, **contact me before as soon as possible (must be before the day of the exam) to make other arrangements.** Only documented university-approved absences will be accepted – if you miss an exam for any other reason, no “make-ups” will be allowed, and you will receive a grade of “0” for the exam.

Note: Examples of valid university-approved absences include: (1) participation in an approved, official University activity (e.g. athletics, debate, AMA conference, etc); (2) confined under doctor's orders; (3) granted leave of absence from university for reasonable cause by an academic dean. All approved absences require proper documentation, including absences for medical reasons.

### **Mimic Pro Individual Project (200 pts):**

Every student will complete six rounds of an Internet Marketing Simulation called Mimic Pro. Students will learn various internet marketing topics such as search engine optimization (SEO), web analytics, email marketing, and online advertising campaign.

Below are the criteria for the grade of this projects:

- 1) Each round performance (6 @ 25 pts)
  - a. Revenue (20%)
  - b. Profits (20%)
  - c. Conversions (20%)
  - d. Reach (20%)
  - e. Profit Rank (20%)
- 2) Final report (50 pts)

### **Website Building & Design and Landing Page Optimization Assignments (2 @ 25 pts):**

There will be two assignments due in this class (Website Building & Design and Landing Page Optimization). I will post the instructions online.

**Expert Session Quizzes (120 pts):**

There will be seven quizzes based on expert session videos related to topics covered in the course. These videos will be shared on canvas. After watching the videos, you must complete the quiz on Canvas.

**Essential Video Assignment (70 pts):**

There will be seven assignments based on digital marketing essential videos. Assignments would be in the format of Canvas discussions or quizzes. The goal of this assignment is to help students get familiar with digital marketing vocabulary and understand the application of these concepts in the real-world.

**Grading Points and Policies:**

<u>Total Point Schedule</u>	<u>POINTS</u>
1. Online exams	200
2. Individual Mimic Pro Project	200
3. Website Building and LPO Assignments	50
4. Expert Session Quizzes	120
5. Essential Video Assignment	70
6. Student Introduction Video	10
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Total points	650

**Grading**

Here is the grade breakdown:

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

**Posting of Grades:** All student grades will be posted on the Canvas Grade book and students should monitor their grading status through this tool. Grades on exams will be available once the availability period for the exam has passed. Other assignment grades will be available within 2 weeks after the submission deadline.

**Late Submissions:** Late submission will not be allowed in this course unless you have a valid reason such as a medical emergency. You must communicate this information to the faculty at the soonest available time **PRIOR to or on the day of** the deadline. A request for deadline extension must be accompanied with a proof such as a doctor or hospital note in the case of medical emergency.

## University Resources, Procedures, and Guidelines

- a. Drop Policy:** If you discover that you need to drop this class, you must complete the Drop Request Dynamic Form through Warrior Web.

[<https://dynamicforms.ngwebsolutions.com/casAuthentication.ashx?InstID=caed95b9-f2be-45f3-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2FSubmit%2FForm%2FStart%2F53b8369e-0502-4f36-be43-f02a4202f612>].

Faculty cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic Calendar for which the form must be completed. Once you submit the completed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid a penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

**b. Academic Integrity**

Texas A&M University-Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. When in doubt about collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more information regarding the Student Conduct process, [<https://www.tamuct.edu/student-affairs/student-conduct.html>].

If you know of potential honor violations by other students, you may submit a report, [[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\\_id=0](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0)].

**c. Academic Accommodations**

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services, and activities. If you believe you have a disability requiring reasonable accommodations, please contact the Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information, please visit our Access & Inclusion Canvas page (log-in required) [<https://tamuct.instructure.com/courses/717>]

**b. Important information for Pregnant and/or Parenting Students**

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html) [<https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html>]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](#) online, please visit the website

[<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University’s Title IX Coordinator.

### **c. Tutoring**

Tutoring is available to all A&M-Central Texas students, on a remote online basis. Visit the Academic Support Community in Canvas to view schedules and contact information. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Student success coaching is available online upon request.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, success coaching, or have any other questions, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing [studentsuccess@tamuct.edu](mailto:studentsuccess@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except for writing support. Access Tutor.com through Canvas.

### **d. University Writing Center**

University Writing Center: Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (A&M–Central Texas) is a free service open to all A&M–Central Texas students. For the Fall 2021 semester, the hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday in Warrior Hall 416 (with online tutoring available every hour as well) with satellite hours available online only Monday thru Thursday from 6:00-9:00 p.m. and Saturday 12:00-3:00 p.m.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students’ ideas and writing, our tutors highlight the ways in which they read and interpret students’ texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor by making an appointment via WOnline at <https://tamuct.mywconline.com/>. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor by making an appointment via WOnline at <https://tamuct.mywconline.com/>. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor.

### **e. University Library**

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 400,000 eBooks and 82,000 journals, in addition to the 96,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place virtually through WebEx, Microsoft Teams or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

## **OPTIONAL POLICY STATEMENTS**

### **A Note about Sexual Violence at A&M-Central Texas**

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Wellness and Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/compliance/titleix.html) [https://www.tamuct.edu/compliance/titleix.html].

### **f. Behavioral Intervention**

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/bit) website for more information [https://www.tamuct.edu/bit]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

## TENTATIVE COURSE OUTLINE AND CALENDAR

Week/Unit/Dates	Topics/Readings	Assignments
1. Aug 23-Aug 29	<b>MODULE 1:</b> Course Overview Chapter 1: Internet Marketing Foundations	Purchase Digital Marketing Bundle (textbook, Mimic Pro Simulation, and Essential Videos) You'll find the purchase link in page 3 of this syllabus)
2. Aug 30-Sep 5	<b>MODULE 2:</b> Chapter 1: Internet Marketing Foundations	<ul style="list-style-type: none"> <li>✓ Student Introduction Video</li> <li>✓ Essential Video Assignment 1</li> </ul>
3. Sep 8-Sep 12	<b>MODULE 3:</b> Chapter 2: Web Design	<ul style="list-style-type: none"> <li>✓ Essential Video Assignment 2</li> </ul>
4. Sep 13-Sep 19	<b>MODULE 4:</b> Chapter 3: Analytics	<ul style="list-style-type: none"> <li>✓ Expert Session 1 Quiz</li> </ul>
5. Sep 20-Sep 26	<b>MODULE 5:</b> Chapter 3: Analytics	<ul style="list-style-type: none"> <li>✓ DUE: WordPress Website Design Assignment</li> <li>✓ Essential Video Assignment 3</li> </ul>
6. Sep 27-Oct 3	<b>MODULE 6:</b> Chapter 4: On-Site SEO	<ul style="list-style-type: none"> <li>✓ Expert Session 2 Quiz</li> </ul>
7. Oct 4-Oct 10	<b>MODULE 7:</b> Chapter 4: On-Site SEO	<ul style="list-style-type: none"> <li>✓ DUE: Landing Page Optimization Assignment</li> <li>✓ Essential Video Assignment 4</li> </ul>
8. Oct 11-Oct 17	<b>MODULE 8:</b> Chapter 5: Off-Site SEO	<ul style="list-style-type: none"> <li>✓ Expert Session 3 Quiz</li> <li>✓ Essential Video Assignment 5</li> </ul>

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<b>Week/Unit/Dates</b>	<b>Topics/Readings</b>	<b>Assignments</b>
9. Oct 18-Oct 24	<b>MODULE 9:</b> Mimic Pro Simulation Intro	<ul style="list-style-type: none"> <li>✓ Expert Session 4 Quiz</li> <li>✓ Exam 1 (Chapters 1, 2, 3 and 4)</li> </ul>
10. Oct 25-Oct 1	<b>MODULE 10:</b> Chapter 6: Paid Search Marketing	<ul style="list-style-type: none"> <li>✓ Simulation Round 1</li> <li>✓ Essential Video Assignment 6</li> </ul>
11. Nov 1-Nov 7	<b>MODULE 11:</b> Chapter 6: Paid Search Marketing	<ul style="list-style-type: none"> <li>✓ Simulation Round 2</li> <li>✓ Expert Session 5 Quiz</li> </ul>
12. Nov 8-Nov 14	<b>MODULE 12:</b> Chapter 7: Display Advertising	<ul style="list-style-type: none"> <li>✓ Simulation Round 3</li> </ul>
13. Nov 15-Nov 21	<b>MODULE 13:</b> Chapter 8: Email Marketing	<ul style="list-style-type: none"> <li>✓ Simulation Round 4</li> <li>✓ Essential Video Assignment 7</li> </ul>
14. Nov 22-Nov 28	<b>MODULE 14:</b> Chapter 8: Email Marketing	<ul style="list-style-type: none"> <li>✓ Simulation Round 5</li> <li>✓ Expert Session 6 Quiz</li> </ul>
15. Nov 29-Dec 5	<b>MODULE 15:</b> Chapter 9 and 10: Social Media 1 and 2	<ul style="list-style-type: none"> <li>✓ Simulation Round 6</li> <li>✓ Exam 2 (Chapters 5, 6, 7 and 8)</li> </ul>
16. Dec 6-Dec 10	<b>MODULE 16:</b> Chapter 10: Social Media 2	<ul style="list-style-type: none"> <li>✓ DUE: Mimic Pro Final Report</li> <li>✓ Expert Session 7 Quiz</li> </ul>

*The professor reserves the right to make any changes to this schedule should circumstances change*