



**TEXAS A&M**  
UNIVERSITY  
CENTRAL TEXAS

# DIGITAL AND INTERNET MARKETING

## 1. COURSE DATES, MODALITY, AND DESCRIPTION

This course prepares students with a foundational understanding of digital marketing channels and how successful (and unsuccessful) marketing campaigns use online and mobile platforms. It covers the fundamentals of digital marketing such as Internet marketing strategies, user-generated content, search engine optimization, website design and testing, inbound marketing, email marketing, A/B testing, social media campaigns, influencer marketing, mobile apps, content strategy and paid advertising.

The course includes classroom discussion, case studies, in-class activities, homework assignments, a group consulting project with a business client, and exams. Students will exit the course with a solid understanding of digital marketing strategies, a familiarity with digital marketing tools, and experience working with a local business or non-profit to develop a digital marketing campaign.

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.

## 2. INSTRUCTOR AND CONTACT INFORMATION

Course Instructor	Sunme Lee, PhD., Assistant Professor of Marketing
Office Location	Founders Hall, #217
Phone	254-501-5944 (Melanie Mason, Administrative Assistant)
Email Address	If you have any questions or concerns, please send an e-mail to <a href="mailto:sunme.lee@tamuct.edu">sunme.lee@tamuct.edu</a> . E-mail is the preferred method of communication, but I will regularly check the Canvas Learn (Canvas) classroom for Canvas Inbox.
Office Hours & Instructor Interaction	If you have any questions about this course, we can set up an appointment for a virtual office hour through MS Teams. Email is the best way to reach out to me. You can also send Canvas Inbox

or e-mail (preferred) anytime; I usually respond to questions within 24 hours on weekdays and 48 hours on weekends.

### **Emergency Warning System for Texas A&M University-Central Texas**

**SAFEZONE.** SafeZone provides a public safety application that gives you the ability to call for help with the push of a button. It also provides Texas A&M University-Central Texas the ability to communicate emergency information quickly via push notifications, email, and text messages. All students automatically receive email and text messages via their myCT accounts.

Downloading SafeZone allows access to push notifications and enables you to connect directly for help through the app.

You can download SafeZone from the app store and use your myCT credentials to log in. If you would like more information, you can visit the [SafeZone](http://www.safezoneapp.com) website [www.safezoneapp.com].

To register SafeZone on your phone, please follow these 3 easy steps:

1. Download the SafeZone App from your phone store using the link below:
  - [iPhone/iPad](https://apps.apple.com/app/safezone/id533054756): [https://apps.apple.com/app/safezone/id533054756]
  - [Android Phone / Tablet](https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp)  
[https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp]
2. Launch the app and enter your myCT email address (e.g. {name}@tamuct.edu)
3. Complete your profile and accept the terms of service

**For updates on COVID information**, please monitor the University [website](https://www.tamuct.edu/covid19/) [https://www.tamuct.edu/covid19/]

## **3. COURSE INFORMATION**

### **3.1. Course Overview and description**

My goal is to give each student who is willing to work hard a concrete set of skills and competencies that make them competitive applicants for digital marketing jobs, effective at marketing in entrepreneurial ventures, and critical thinkers about digital marketing.

#### **Course Structure**

The course is broken up into nine different units:

- Unit 1: The Digital Age Overview
- Unit 2: Online (Paid) Advertising
- Unit 3: Email Marketing
- Unit 4: Website and User Testing
- Unit 5: Search Engine Optimization (and Search Engine Marketing)
- Unit 6: Content Marketing
- Unit 7: Social Media Marketing
- Unit 8: Analytics
- Unit 9: User Experience (Gamification)

### 3.2 Course Objectives

At the end of this course, you should be able to...

- Develop an Internet marketing strategy
- Select appropriate Internet marketing tools to achieve marketing & sales goals
- Understand the strategy behind and tactical implementation of the following:
  - Paid advertising
  - Website design and testing
  - Email marketing and A/B testing
  - Inbound Marketing
  - Search engine optimization
  - Search engine marketing
  - Content Marketing
  - Social media marketing
  - Influencer marketing
  - Gamification in marketing
  - Marketing analytics
  - Mobile apps

### 3.3 Reading and Textbook(s)

<b>Required Textbook</b>	NONE. Required readings will be posted on Canvas (under weekly Modules)
<b>Required Course pack for Case Analysis Paper</b>	Available here: <a href="https://hbsp.harvard.edu/import/1086579">https://hbsp.harvard.edu/import/1086579</a> The Harvard Business Review course pack contains the cases (\$4.25).

**Videos & Readings.** There will be several videos posted on Canvas each week for the various topics. It is your responsibility to have watched the videos, read the corresponding chapter(s), articles AND completed quizzes and assignments prior to the deadline.

The videos I create will be found on Canvas under every week module and they will be named for the chapter featured. PowerPoint presentations will be posted as well. Video links to supporting materials will be in the modules section of Canvas, and the associated chapter is noted with the link.

## 4. COURSE REQUIREMENTS

A syllabus serves as an instructional and study planning document for both faculty and students. Although every effort will be taken to complete the semester according to the syllabus, it may become necessary to make certain changes to better facilitate the academic environment. In such an event, changes will be announced through Canvas.

- 4.1. **Syllabus Quiz:** The syllabus quiz is a way for you to demonstrate your understanding of the course structure, policies, and expectations. By completing the quiz, you will be able to understand the grading criteria and how your work will be assessed: learn about the course

schedule, including due dates for assignments and exams; become familiar with the course policies on attendance, late work, and plagiarism. This is not a test of your knowledge of the course material. It is simply a way for you to show that you have read and understood the syllabus. By taking the quiz, you can help to ensure that you are prepared for success in the course.

*Late submissions will automatically carry a 50% penalty.*

- 4.2. **Homework Assignments:** There are ten homework assignments throughout the semester. They are listed with due dates in the calendar portion of the syllabus. For five assignments labeled as [HW], you can choose your own company and do your work. Details on the homework assignments will be posted on the course website.

*Late submissions will automatically carry a 50% penalty*

- 4.3. **Case Analysis Paper:** You need to write brief responses to questions after reading a Harvard Business Review Case. Additional details are posted on course website.

*Late submissions will automatically carry a 50% penalty*

- 4.4. **TAMUCT- COBA Digital Marketing Analysis (TAMUCT-DM):**

You review the social media presence of the College of Business Administration (COBA) and provide a written analysis.

The goal of the project is to take marketing concepts that are learned in class and apply them to a real marketing plan. A final report will be written and should be no more than 5 pages (double spaced, 1" margins, 12-point font) with not including appendices and exhibits. Additional details are posted on the course website.

To help your TAMUCT-DM paper, four assignments will help you to apply tools to TAMUCT-COBA social media throughout the semester. Four assignments are labeled as [TAMUCT-TM].

The default subject for this paper is COBA within TAMUCT. However, if you would like to select an alternative company for your future job or future business and embark on a semester-long project, please send an email to Dr.Lee ([sunne.lee.teamuct.edu](mailto:sunne.lee.teamuct.edu)). We will discuss and confirm your chosen company for this project.

*Late submissions will automatically carry a 50% penalty*

- 4.5. **Exam:** There will be two exams covering lecture materials and required course readings. The format will be multiple choice questions, True/False questions, short answer, and short essays. More details and a sample exam will be given before the exams.

**Exam Make-up Policy:**

**Students are required to take on the scheduled exam dates.** However, significant events (e.g., family loss, serious illness, or extenuating circumstances outside the students' control) may trigger the need for a make-up exam. Student request for the make-up exams are to: (i) be provided to the instructor in advance of the scheduled exam via email **at least 12 hours before** the due time. and (ii) include a reason for the request (To

provide the student's privacy, personal details should not be provided). In fairness to all student, if a make-up exam is given, the instructor reserves the right to give a different and potentially more challenging exam to eliminate the "perceived" advantage of having additional time.

#### 4.6. Grading Criteria Rubric and Conversion

Points	Percentage	
Exams (1&2)	2 × 180 = 360	36%
TAMUCT-DM Writeup	210	21%
Homework Assignments	260	27%
Case Questions	140	14%
Discussion board Intro	10	1%
Syllabus Quiz	10	1%
<b>TOTAL POINTS</b>	<b>1000</b>	<b>100%</b>

Final letter grades will be based on the following scale:

A [100%, 90%), B [90%, 80%), C [80%, 70%), D [70%, 60%), F [0%, 60%)

#### 4.9 Posting of Grades

All students grades are anticipated to be posted in the Canvas Grade book. Students should monitor their grades through this tool and report any issues or concerns immediately.

#### 4.10. Grading Policies

##### **Submission of Assignments – Late Submission**

All assignments must be submitted uploaded in the assignment section on Canvas by the date when they are due. Late submissions carry a 50% penalty. Don't be late. The consequences are severe.

Occasionally, a student will miss a deadline because of a verifiable prolonged illness or emergency. Such a student should meet with Dr.Lee to discuss the illness or emergency and to receive a make-up assignment. In such cases the make-up assignment may differ from the class assignment.

**Plagiarism: A student who turned in a plagiarized assignment will receive a failing grade "F" and a referral to Student Affairs.**

Plagiarism is a serious offense and strictly prohibited. You must submit your own original work and provide proper citations and references for any sources used. Any instances of plagiarism will be subject to disciplinary actions as per the academic policies of your institution, including failing the assignment or the course. Ensure that all information obtained from external sources is paraphrased and cited correctly.

It is crucial to avoid using the examples or solutions provided by the professor during class demonstrations in your submission. Your analysis and findings should be based on your independent research and critical thinking. **Utilizing the same examples as the professor will not only lack originality but may also be considered an act of plagiarism.** Approach the assignment with your unique insights and perspectives, derived from your own analysis. Failure to comply with these guidelines may result in a lower grade or other academic consequences.

## 5. COURSE OUTLINE AND CALENDAR

<b>Week</b>	<b>TOPICS COVERED IN CLASS:</b> <i>There are readings due for some classes. Please check the course website.</i>	<b>ASSIGNMENT</b>	<b>DUE</b>
<b>Week 1</b>	Course Overview	Introduction discussion board	Sep 2, 11:59 pm
<b>Week 2</b>	Unit 1. Marketing in the Digital Age Unit 1. Consumer in the Digital Age		
<b>Week 3</b>	Unit 2. Online Advertising Unit 3. Email Marketing	Drip campaign assignment	Sep 16, 11:59 pm
<b>Week 4</b>	Unit 4. Website and User Testing	Case questions	Sep 23, 11:59 pm
<b>Week 5</b>	Unit 5. Search Engine Marketing 1 (SEM)	User Testing Assignment	Sep 30, 11:59 pm
<b>Week 6</b>	Unit 5. Search Engine Marketing 2 (SEM) Unit 5. Search Engine Optimization 1 (SEO)	Keyword assignment 1	Oct 7, 11:59 pm
<b>Week 7</b>	Unit 5. Search Engine Optimization 2 (SEO) Exam Review + Q&A	Keyword assignment 2	Oct 14, 11:59 pm
<b>Week 8</b>	<b>Exam 1</b>		Oct 21 – Oct 22
<b>Week 9</b>	Unit 6. Content Marketing Unit 7. Social Media Marketing 1	Content marketing assignment	Oct 28, 11:59 pm
<b>Week 10</b>	Unit 7. Social Media Marketing 2 Unit 7. Influencer Marketing	Ad creation assignment	Nov 4, 11:59 pm
<b>Week 11</b>	Unit 7. Online Listening	Online listening assignment	Nov 11, 11:59 pm
<b>Week 12</b>	Unit 8. Analytics	Google Trends assignment	Nov 18, 11:59 pm
<b>Week 13</b>	Unit 9. User Experience—Gamification 1 & 2		

<b>Week 14</b>	Unit 9. User Experience—Gamification 3	Gamification assignment	Dec 2, 11:59 pm
<b>Week 15</b>	Exam 2 Review + Q&A	<i>TAMUCT-Digital Marketing Competition Final Writeup</i>	<i>Dec 9, 11:59 pm</i>
<b>Week 16</b>	<b>EXAM 2</b>		Dec 13 -14

- **Important University Dates**

Check important university dates from the current Academic Calendar here:

<https://www.tamuct.edu/registrar/academic-calendar.html>

## 6. TECHNOLOGY REQUIREMENTS AND SUPPORT

### 6.1. Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system. **We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.**

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

### 6.2. Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.

### 6.3. Online Proctored Testing

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with their custom plug in.

### 6.4. Other Technology Support

For log-in problems, students should contact Help Desk Central, 24 hours a day, 7 days a week

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

*Please let the support technician know you are an A&M-Central Texas student.*

## 7. UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

### 7.1. 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 Warrior Center for Student Success, Equity 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](https://tamuct.instructure.com/courses/717) Canvas page (log-in required) [https://tamuct.instructure.com/courses/717]

### 7.2. 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 on 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), [https://www.tamuct.edu/student-affairs/student-conduct.html].

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

### 7.3. Drop Policy

If you discover that you need to drop this class, you must complete the [Drop Request](https://federation.ngwebsolutions.com/sp/startSSO.ping?PartnerIdId=https://eis-prod.ec.tamuct.edu:443/samlss&SpSessionAuthnAdapterId=tamuctDF&TargetResource=https%3a%2f%2fdynamicforms.ngwebsolutions.com%2fSubmit%2fStart%2f53b8369e-0502-4f36-be43-f02a4202f612) Dynamic Form through Warrior Web.

[https://federation.ngwebsolutions.com/sp/startSSO.ping?PartnerIdId=https://eis-prod.ec.tamuct.edu:443/samlss&SpSessionAuthnAdapterId=tamuctDF&TargetResource=https%3a%2f%2fdynamicforms.ngwebsolutions.com%2fSubmit%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 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.



#### **7.4. Important information for Pregnant and/or Parenting Students**

Texas A&M University-Central Texas supports students who are pregnant, experiencing pregnancy-related conditions, 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](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf) 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.

#### **7.5. Tutoring**

Tutoring is available to all A&M-Central Texas students, both virtually and in-person. Student success coaching is available online upon request.

If you have a question, are interested in becoming a tutor, or in need of success coaching contact the Warrior Center for Student Success, Equity and Inclusion at (254) 501-5836, visit the Warrior Center at 212 Warrior Hall, or by emailing [WarriorCenter@tamuct.edu](mailto:WarriorCenter@tamuct.edu).

To schedule tutoring sessions and view tutor availability, please visit [Tutor Matching Services](https://tutormatchingservice.com/TAMUCT) [https://tutormatchingservice.com/TAMUCT] or visit the Tutoring Center in 111 Warrior Hall.

Chat live with a remote 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 writing support. Access Tutor.com through Canvas.

#### **7.6. University Library & Archives**

The University Library & Archives provides many services in support of research across campus and at a distance. We offer over 350 electronic databases containing approximately 631,525 eBooks and 75,149 journals, in addition to the 97,443 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. [Schedule an appointment here](https://tamuct.libcal.com/appointments) [https://tamuct.libcal.com/appointments]. 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](https://tamuct.libguides.com/index) [https://tamuct.libguides.com/index]

### **7.7. 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. 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](https://tamuct.mywconline.com/) [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.

## **8. OTHER POLICY STATEMENTS**

### **8.1. 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>].

### **8.2. 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](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 254-501-5805.

### **8.3. Copyright Notice**

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

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