



MKTG 4403 Section X20 Advanced Digital Marketing Syllabus

Course Dates: January 16, 2024 to May 11, 2024

Location: Online via course D2L platform

Credit Hours: 3

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Office Hours: Monday 10:00 AM to 11:00 AM; Tuesday and Wednesday 10:00 AM to Noon;
or by appointment

Zoom: <https://msutexas-edu.zoom.us/j/93436236772>

Welcome to Advanced Digital Marketing!

This course examines the strategic use of search engine optimization in marketing in order to build profitable customer relationships. Topics in the course will include consumer search behavior, search engines and algorithms, website user-experience, on- and off-page SEO, and strategies for conducting SEO campaigns for traditional and niche search engines. The course is designed to teach the fundamentals of SEO as well as provide practice with analysis and skills associated with doing SEO for a business or organization.

Course Description (from MSU catalog)

This course provides a broad overview of the use of digital advertising and measurement for successful marketing campaigns. Students will gain a fundamental understanding of best practices for the use of available digital marketing tools and how to measure their successful implementation. Topics will include the purchase of search, social, and mobile advertisements and the implementation, monitoring, evaluation, and adjustments needed to make digital marketing campaigns successful.

Prerequisites: Junior standing or above or consent of the chair, BUAD 3033 and MKTG 3723

Course Objectives

At the end of this course, students should be able to:

- Understand the primary business function of SEO
- Perform appropriate analysis in preparation for conducting a successful SEO campaign

- Accomplish key tasks associated with SEO for websites and other media
- Measure and report on SEO outcomes and make adjustments based on performance data

Textbook & Instructional Materials

Required Materials: SEO: Strategy & Skills, Steve Wiideman and Scott Cowley (2021)
ISBN: 9781737482321

<https://join.stukent.com/join/F4B-7A1>

Course Technology & Skills

Minimum Technology Requirements:

To be successful in this online course, students will need **at least:**

- Reliable computing device (a laptop or desktop is preferred, but success is possible with a tablet or, perhaps, a smart phone)
- Reliable internet access
- Microsoft Office Suite or Google Docs
- MSU Desire 2 Learn

Computer Skills & Digital Literacy:

To be successful in this online course, students must be able to at least:

- Use D2L
- Use email with attachments
- Access presentations on Google Slides
- Create documents in Microsoft Word or Google Docs
- Create presentations in Microsoft PowerPoint or Google Slides

Technical Assistance:

Students in need of technical assistance should contact [MSU's Help Desk](#)

Study Hours and Tutoring Assistance

ASC offers a schedule of selected subjects tutoring assistance. Please contact the ASC, (940) 397-4684, or visit the [Link to ASC homepage](#) for more information.

Important Dates

- Change of schedule or late registration: January 16-19
- Deadline to apply for May graduation: February 12
- Summer and Fall 2024 schedules of classes available online: mid-March
- Spring Break begins at 5 pm: March 9
- Classes Resume: March 18
- Last Day to drop with a grade of "W": March 25 @ 4pm

- Holiday Break begins at 10 pm: March 27
- Classes Resume: April 1
- Last day of classes: May 3
- Final exams begin: May 4
- Commencement: May 11

Course Activities

The course grade is determined by a combination of the following assignments:

- Assignments
- LinkedIn SEO Project
- Video SEO Project
- Exams

Grading: Final grades will be based on the following:

Activity	Points	% of Grades
SEO Assignments (10 Assignments)	100 (10 each)	20%
LinkedIn SEO Project	100	20%
Video SEO Project	100	20%
Mid-Term Exam	100	20%
Final Exam	100	20%
Total:	500	100%

Grading Scale

Actual Points	Percentage	Letter Grade
450 and Higher	90 and Above	A
400 to 449	80 to 89	B
350 to 399	70 to 79	C
300 to 349	60 to 69	D
Less than 299	Less than 59	F

Please note: In the case of decimals, I will follow the rules of basic mathematics and round down decimals $<.5$. I will round up $.5$ and greater. For example, a 79.5% would round up to 80% (B), but 79.4% would round down to 79 (C)

Brief Descriptions of Course Activities

Exams (100 points each)

There will be two exams. Exams will cover the material covered in the slides. Make-up exams are allowed **only** with a University-approved excuse. Failure to complete an exam during the allotted time will result in a zero for that exam. All assigned materials, whether explicitly covered or not, maybe on an exam. Exams are in multiple-choice and true/false formats.

SEO Assignments (10 points each)

Each session includes an assignment to apply the principles and skills associated with the topic discussed. All assignments should be uploaded to D2L by the due date (See course schedule). Grading of each assignment will be based on full or partial completion, with feedback offered.

LinkedIn SEO Project (100 points)

The objective of this individual project is to experience the process of creating an optimized page of content in the form of a published LinkedIn article on a professional topic of choice. Students will demonstrate competence in keyword research, on-page optimization, and content marketing.

Video SEO Project (100 points)

The objective of this project is to experience the process of creating an optimized short video designed to produce viewer retention and keyword rankings. Students will demonstrate competence in keyword research, video optimization, video promotion, and analytics.

Instructor General Class Policies

Rules of Engagement

Because a positive learning environment facilitates learning outcomes, each student is expected to exhibit courteous and positive learning behaviors. There is no tolerance for disruptive behaviors. To that end, the following guidelines for interactions between students and between students and the instructor must be followed. Failure to abide by the rules of engagement will result first in a reminder and could ultimately result in removal from the class.

- Email communications should be professional and well-written. Emails to the instructor that are unprofessional (e.g., those addressing me incorrectly or written using “text talk”) will not receive a response.
- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”

- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think before you type.

Late Work

No late submission will be accepted/graded. Students who experience an emergency should contact the instructor for late submission permission. Valid documentation is required.

Make Up Work/Tests

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. The student will receive a score of zero (0) for all late assignments, exams, and projects.

Note: The due dates and times for activities are posted in Central Time.

Course Incomplete

A student is expected to complete a course of study during a semester. In an emergency, the instructor may assign a grade of “incomplete” with complete documentation for the situation. A student needs to complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

AI Policy

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as ChatGPT or Dall-E 2) on assignments in this course if that use is properly documented and credited. For example, text generated using ChatGPT-3 should include a citation such as: “Chat-GPT-3. (YYYY, Month DD of query). “Text of your query.” Generated using OpenAI. <https://chat.openai.com/>” Material generated using other tools should follow a similar citation convention.

College Policies and Procedures

Refer to [College Policies and Procedures Manual](#).

University Policies/Procedures

Cheating/Plagiarism/Academic Dishonesty:

"Plagiarism" includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

Student Honor Creed

As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible citizens. We believe students themselves play an important part in developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, we, the students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters.

We consider it dishonest to ask for, give, or receive help in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student.

We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed.

Written and adopted by the 2002-2003 MSU Student Senate.

Safe Zones Statement

The instructor considers the course and course environment to be a place where you will be treated with respect as a human being - regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the professor's expectation that all students consider the classroom a safe environment.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the schedule of classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. However, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Disability Support Services

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disability. This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: "No qualified individual with a

disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity.” The Director of Disability Support Services serves as the ADA Coordinator and may be contacted at (940) 397-4140, TDD (940) 397-4515, or 3410 Taft Blvd., Clark Student Center 168.

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Campus Carry Statement

Senate Bill 11 Handgun Policy - Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from licensed concealed carry are appropriately marked, in accordance with state law (Penal Code 30.06 signage). Please note, open carry of handguns, whether licensed or not, and the carrying of all other firearms (rifles, shotguns, etc.), whether open or concealed, are prohibited on campus. For more information regarding campus carry, please refer to the University’s webpage at: Campus Carry.

Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University [undergraduate catalog](#).

Course Schedule

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of MSU Texas to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

Schedule (subject to change if necessary)

Week / Dates	Topic	Lecture and Readings	Assignments (Due Sundays at 11:59 PM)
Week 1 Jan 16-21	Course Introduction	Go over the Syllabus	Online Discussion (Introduce yourself)
Week 2 Jan 22-28	An Overview of Search	Go over the Slides on the Overview of Search	Submit Assignment #1 to D2L drop box
Week 3 Jan 29-Feb 4	Searcher Behavior and Search Engines	Go over the Slides on Searcher Behavior and Search Engines	Submit Assignment #2 to D2L drop box
Week 4 Feb 5-11	Performance Indicators	Go over the Slides on Performance Indicators	Submit Assignment #3 to D2L drop box
Week 5 Feb 13-19	Crawlability	Go over the Slides on Crawlability	Submit Assignment #4 to D2L drop box
Week 6 Feb 19-25	User Experience	Go over the Slides on User Experience	Submit Assignment #5 to D2L drop box
Week 7 Feb 26-Mar 3	Keyword Research	Go over the Slides on Keyword Research	Submit Assignment #6 to D2L drop box
Week 8 Mar 4-10	Site Structure & Keyword Mapping	Go over the Slides on Site Structure & Keyword Mapping	Submit Assignment #7 to D2L drop box
Mar 11-17	Spring Break		
Week 9 Mar 18-24	Content Optimization	Go over the Slides on Content Optimization	Submit Assignment #8 to D2L drop box
Week 10 Mar 25- 31	Midterm Exam		
Week 11 Apr 1-7	YouTube SEO	Go over the Slides on YouTube SEO	Submit LinkedIn SEO Project Report to D2L drop box
Week 12 Apr 8-14	Off-Page SEO	Go over the Slides on Off-Page SEO	
Week 13 Apr 15-21	Link Building	Go over the Slides on Link Building	Submit Assignment #9 to D2L drop box

<i>Week / Dates</i>	<i>Topic</i>	<i>Lecture and Readings</i>	<i>Assignments (Due Sundays at 11:59 PM)</i>
<i>Week 14</i> Apr 22-28	Holistic SEO Strategy	Go over the Slides on Holistic SEO Strategy	Submit Assignment #10 to D2L drop box
<i>Week 15</i> Apr 29- May 5	The Future of Search, Amazon, Voice, ORM	Go over the Slides on The Future of Search, Amazon, Voice, ORM	Submit SEO Video Report to D2L drop box
<i>Week 16</i> May 6-10	Final Exam		