



**Digital & Social Media
Marketing Syllabus
Dillard College of Business
MKTG 3743 Section 101
Fall 2024**

Instructor Information

Professor: Abigail Torres Rico, Ph.D.

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Office Hours: Mon/Wed - 2:00 pm to 3:30 pm; Tues/Thurs - 2:00 pm to 3:00 pm; or by appointment

Course Overview

Course Dates: August 26, 2024 to December 6, 2024

Meeting Time: Monday & Wednesday, 12:30 pm to 1:50 pm

Location: Dillard College of Business, Room 336

Credit Hours: 3

Course Description:

In this course, you will delve into the dynamic world of the internet marketplace. Through a blend of theoretical frameworks and practical applications, you will gain a comprehensive understanding of digital and social media marketing. The curriculum is designed to help you adapt to the ever-changing online landscape and develop the essential skills required for effective digital marketing strategies.

Key topics covered include the foundations of internet marketing, social media strategy, content creation, online advertising, analytics, and more. You will learn to navigate various digital platforms, engage audiences, and analyze performance metrics to drive marketing success.

Course Description (from MSU catalog):

This course is an exploration and evaluation of marketing activities as they pertain to social media and an organization's online presence. Topics include the various tools available to marketers for establishing a social media presence, evaluating the effectiveness of social media strategies, and the use of online tools like paid ads as part of an integrated marketing campaign.

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

Course Objectives:

Students who complete this course will be able to:

- **Web Design:**
 - Understand multiple web design frameworks for improving conversion rates on various types of websites.
 - Apply these design frameworks to identify areas for website improvement and design a website from scratch effectively.
- **Web Analytics:**
 - Determine the appropriate Key Performance Indicators (KPIs) for different types of websites.
 - Make informed recommendations to an e-commerce website based on the conversion funnel.
 - Understand the pitfalls surrounding attribution analysis and recommend strategies to identify the highest ROI digital marketing channels.
- **Search Engine Optimization (SEO):**
 - Understand the functioning of search engines.
 - Utilize this knowledge to make recommendations for improving a website's organic search rankings and perform SEO.
- **Search Engine Marketing (SEM):**
 - Understand the mechanics of paid search ranking.
 - Create a search engine marketing campaign and evaluate its effectiveness.
 - Recommend changes to improve the campaign's conversion rates.
- **Online Advertising:**
 - Understand the various methods of online display advertising.
 - Create an online display ad campaign and measure its return on ad spend (ROAS).
- **Email Marketing:**
 - Understand best practices in email marketing.
 - Implement these practices with a database of current and potential customers via email.
- **Social Media:**
 1. Utilize knowledge of social media tactics to design and execute an effective social media campaign.

Textbook & Instructional Materials:

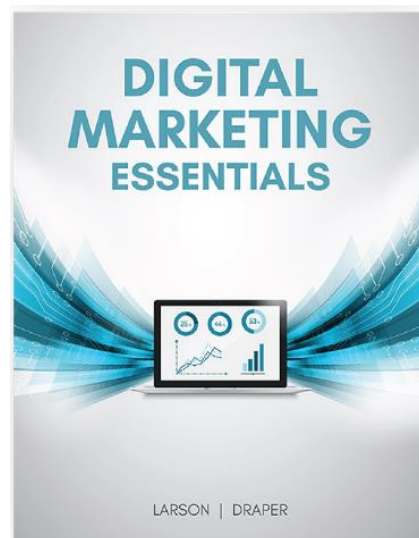
1. **Digital Marketing Essentials/Stukent Digital Marketing Simternship Bundle.** ISBN: 978-0-9996302-0-4. Provider: Stukent. Price: \$129.99/student

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 a smartphone)
- Reliable internet access
- Microsoft Office Suite or Google Docs
- MSU Desire 2 Learn
- Stukent Mimic Pro Simulation



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

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Technical Assistance:

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

Study Hours and Tutoring Assistance

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

Course Assignments:

| Activities | # of Assignments | Points | % of Final Grade |
|---|------------------|--------|------------------|
| Exams | 2 | 300 | 30% |
| Group Report | 6 | 250 | 25% |
| Digital Marketing Simternship | 10 | 150 | 15% |
| Expert Session Assignments | 5/6 | 100 | 10% |
| Chapter Quizzes | 10/13 | 100 | 10% |
| Attendance & Participation | 20/22 | 50 | 5% |
| Google Certification | 2 | 50 | 5% |
| Total | 55/61 | 1,000 | 100% |
| Extra Credit – Simulation Certification | 1 | 30 | 3% |

Grading Scale

| Actual Points | Percentage | Letter Grade |
|----------------|--------------|--------------|
| 895 and Higher | 90 and Above | A |
| 795 to 894 | 80 to 89 | B |
| 695 to 794 | 70 to 79 | C |
| 595 to 694 | 60 to 69 | D |
| Less than 594 | Less than 59 | F |

Disclaimer: Requests for additional points, the creation of new assignments, or the re-grading of past assignments past their due date made via email or in person will not be approved or entertained.

Assignment Descriptions

Exams (300 points or 30%)

There will be two (2) in-class examinations. The in-class exams are 30% of your final grade, and will cover material from the book, class, and the expert sessions. The exams may include a combination of true/false and multiple choice questions. All exams are expected to be taken on the day scheduled.

Makeup Exam Policy

I generally do not administer makeup exams without proper explanation or documentation. If you miss an exam due to an emergency, you will be asked to provide documentary proof (e.g., medical records, police or fire department reports, insurance claims, court orders, outage notices, or evacuation orders). *The instructor reserves the right to determine when and in what form a makeup exam will be given.*

For this course, an **emergency** is a serious, unexpected, and often dangerous situation requiring immediate action, such as a medical emergency, a family crisis, or other significant unforeseen events that prevent you from attending the exam.

Emergencies **do not include** things that can be prescheduled, such as routine medical appointments, travel plans, or social events. Students must contact the professor immediately or at least one week in advance to reschedule exams for non-emergency-related events. Makeup exams for these events will only be held **before the scheduled** exam date, not after.

Group Report – Social Media Marketing Plan (250 points or 25%)

Throughout the semester, you and a group of 2 to 3 people will develop a comprehensive social media marketing plan. This project will consist of 5 key assignments, each contributing to the development of your final plan. At the end of the semester, you will compile these assignments into a cohesive and polished report. However, simply merging the assignments is not sufficient. Your final report should be structured as a professional marketing plan, ready to be presented to top management. Your report must be persuasive, well-organized, and demonstrate a clear strategy. The final document should be between **12 and 14 pages, double-spaced**.

I strongly suggest that each team sits down and discusses group expectations for contribution and effort as you begin to work together and that you address any conflicts that arise immediately. I will happily serve as a mediator in this process if needed. **Do not wait until the end of the semester and rely solely on the peer evaluations to resolve a problem.**

Digital Marketing Simternship (150 points or 15%)

The Stukent Digital Marketing Simternship™ offers a practical, hands-on experience in digital marketing. Through this simulation, students will gain valuable skills in creating, managing, and optimizing search, display, and shopping ad campaigns. With a virtual budget of over \$125,000, students will have the chance to refine their strategies and make data-driven decisions across various digital marketing channels.

In addition to ad management, students will delve into landing page optimization, audience targeting, and key performance indicator (KPI) analysis. This Simternship™ is designed to bridge the gap between theory and practice, providing an immersive learning experience that prepares students for real-world digital marketing challenges.

Assignment Details:

- This is an individual assignment completed throughout the semester.
- The Simternship™ consists of 10 sessions.
- All sessions must be completed and submitted before the start of class.

Expert Session Assignments (100 points or 10%)

Six expert sessions will be available throughout the semester. Of those 6, you have the opportunity to submit 5, in which you will write a one page write-up for each one. This is not a simple summary or regurgitation of information, but a writeup with organized information that can help others understand the material. You are encouraged to use bullet points, diagrams, prose, or other tool to help teach the material effectively.

The paper is due at the beginning of the class on the date the paper is discussed in class. The grades earned on the write-ups will be averaged for 10% (100 points or 20 points each) of the total course grade.

Chapter Quizzes (100 points or 10%)

Students are required to completed 10 chapter quizzes of the 13 available. Each of these quizzes encompasses the designated chapter. They must be completed before class begins.

Attendance and Participation (50 points or 5%)

There are 30 class days in the semester. However, after excluding exam dates, holidays, and other specific events, only 22 class days remain. Of these 22 eligible class days, **20 will be**

monitored for participation and attendance. This means **students have two days in which attendance and participation will not be graded.** I will drop these two days at the end of the semester. Please see the course schedule for days that attendance will not be recorded (see *).

Attendance will be taken daily, and class participation will be monitored, with points awarded accordingly. Each day is worth 2.5 points: 2 points for attendance and 0.5 points for participation.

What Counts as Participation?

Participation involves active engagement in class activities and discussions. This includes, but is not limited to:

- Asking relevant questions
- Responding to questions posed by the instructor or classmates
- Contributing to group discussions and activities
- Presenting ideas or perspectives during class
- Providing thoughtful insights related to the course material
- Engaging in any in-class assignments or exercises

Students are encouraged to contribute regularly to enhance their learning experience and that of their peers. **Quality of participation is valued over quantity**, so thoughtful and relevant contributions will be highly regarded.

Google Ads Certification (50 points or 5%)

“Google Ads (formerly Google AdWords) is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos web users.] It can place ads both in the results of search engines like Google Search (the Google Search Network) and on non-search websites, mobile apps, and videos (the Google Display Network). Services are offered under a pay-per-click (PPC) pricing model. Google Ads is the main Google’s source of revenue, contributing US\$134.8 billion in 2019.”

The goal to earn this certificate is to get prepared on the job market. Adding the certification in your resume would help you become a competitive on the job market.

- Google Ads includes five certifications:
- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Google Ads - Measurement Certification
- Google Ads Apps Certification

For the class, you **need to complete and earn TWO certifications.** You can choose the two certifications to earn based on your interests.

Note: the certification is free. Use the link below to complete two of the courses and take their exams. (A score of 80% is needed on each exam to “pass.”)

[https://skillshop.exceedlms.com/student/catalog/list?category_ids=2844-google-adscertifications&difficulty\[\]=1](https://skillshop.exceedlms.com/student/catalog/list?category_ids=2844-google-adscertifications&difficulty[]=1)

Extra credit (30 points or 3%)

Stukent’s Digital Marketing Certification worth 40 points or 4% of the entire grade.

If any opportunities for extra credit become available, I will inform the class via a D2L News posting. All extra credit opportunities will be made available to everyone enrolled in the course;

Disclaimer: Extra credit assignments will meet the same standards and expectations as regular assignments. Requests for the creation, re-grading, or a request for an extension will not be considered.

Instructor's General Class Policies

Rules of Engagement

To foster a positive learning environment, students must exhibit courteous and positive behaviors. Disruptive behaviors will not be tolerated. Adherence to these guidelines is mandatory for all interactions between students and between students and the instructor. Failure to comply will result in a reminder and may ultimately lead to removal from the class.

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. Personal illness, urgent family business, work-related issues, and other emergencies are the only basis for not submitting an assignment when it is due. Students are required to contact the instructor about these situations ASAP.

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.

Policies & Procedures

[Student Handbook](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work, not the individual to whom credit is given). Additional guidelines on procedures in these matters may be found in the [Office of Student Conduct](#).

Moffett Library

Moffett Library provides resources and services to support student’s studies and assignments, including books, peer-reviewed journals, databases, and multimedia materials accessible both on campus and remotely. The library offers media equipment checkout, reservable study rooms, and research assistance from librarians to help students effectively find, evaluate, and use information. Get started on this [Moffett Library webpage](#) to explore these resources and learn how to best utilize the library.

Attendance

Students are expected to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student’s grade where class attendance and class participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should so inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records daily. The instructor must give the student a verbal or written warning before being dropped from the class. Instructor’s records will stand as evidence of absences. A student with excessive absences may be dropped from a course by the

instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

Online Computer Requirements

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. ***Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered a reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.**

Computers are available on campus in various areas of the buildings as well as the Academic Success Center. ***Your computer being down is not an excuse for missing a deadline!!** **There are many places to access your class!** Our online classes can be accessed from any computer in the world that is connected to the internet. Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into D2L.

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.

Important [Academic Calendar](#) Dates

Last day for term schedule changes: August 29, 2024

Deadline to file for graduation: September 23, 2024

Last Day to drop with a grade of "W:" November 25, 2024

Refer to: [Drops, Withdrawals & Void](#)

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).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make an application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to Disability Support Services.

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 prohibit 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

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License-to-carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit Campus Carry.

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by the MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled "Run. Hide. Fight." which may be electronically accessed via the University police department's webpage: ["Run. Hide. Fight."](#)

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

*Notice: Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Course Schedule for MKTG 3743 – Digital & Social Media Marketing

| Week | Date | Tues/Thurs | Topics | Readings/Activities/Deadlines (Due Before Class) |
|------|--------|------------|---|--|
| 1 | 26-Aug | MON | Welcome & Syllabus Review | |
| | 28-Aug | WED | Ch 1: Digital Marketing Foundations | Register for courseware (Stukent) |
| 2 | 2-Sep | MON | No Class - Labor Day | |
| | 4-Sep | WED | Ch 2: Web Design Group formation | Chapter Quiz 1 – 2 |
| 3 | 9-Sep | MON | Ch 2 (Cont.) | Expert Session #1 & 2 |
| | 11-Sep | WED | Ch 3: Analytics | Chapter Quiz 3 |
| 4 | 16-Sep | MON | Ch 3 (Cont.) Assignment 1: Company Choice & SWOT Analysis | Expert Session #3 Assignment #1 Due @ 11:59 PM |
| | 18-Sep | WED | Ch 4: On-Site SEO | Chapter Quiz 4 |
| 5 | 23-Sep | MON | Ch 4 (cont.) | Expert Session #4 |
| | 25-Sep | WED | Ch 5: Off-site SEO | Chapter Quiz 5 |
| 6 | 30-Sep | MON | Ch 5 (cont.) Assignment #2: Target Audience | Expert Session #5 Assignment #2 Due @ 11:59 PM |
| | 2-Oct | WED | Ch 6: Paid Search Marketing | Chapter Quiz 6 Simternship Round #1 |
| 7 | 7-Oct | MON | Ch 6 (cont.) Exam Review Session | Simternship Round #2 |
| | 9-Oct | WED | Midterm Exam (Ch 1 – 6) | |
| 8 | 14-Oct | MON | Ch 7: Display Advertising | Chapter Quiz 7 Simternship Round #3 |
| | 16-Oct | WED | Ch 7 (cont.) | Simternship Round #4 |
| 9 | 21-Oct | MON | Ch 13: Digital Strategy | Chapter Quiz 13 Simternship Round #5 |
| | 23-Oct | WED | Ch 8: Email Marketing | Chapter Quiz 8 Simternship Round #6 |
| 10 | 28-Oct | MON | Ch 9: Social Media Strategy | Chapter Quiz 9 Simternship Round #7 |
| | 30-Oct | WED | Ch 10: Social Media Platforms Assignment #3: Competitor Analysis | Chapter Quiz 10 Simternship Round #8 Assignment #3 Due @ 11:59 PM |
| 11 | 4-Nov | MON | Ch 11: Online Reputation Management (ORM) | Chapter Quiz 11 Simternship Round #9 |
| | 6-Nov | WED | No Class | |
| 12 | 11-Nov | MON | Ch 12: Mobile Marketing | Chapter Quiz 12 Simternship Round #10 |
| | 13-Nov | WED | Ch 14: AI for Digital Marketing | Chapter Quiz 14 |

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|-----------|--------|-----|--|---------------------------------|
| 13 | 18-Nov | MON | Exam Review Session Assignment #4: Media Page & Content Creation | Assignment #4 Due @ 11:59 PM |
| | 20-Nov | WED | Final Exam (Ch 7 – 14) | |
| 14 | 25-Nov | MON | No Class - Thanksgiving Break | |
| | 27-Nov | WED | No Class - Thanksgiving Break | |
| 15 | 2-Dec | MON | Final Exam Results Assignment #5: Interaction & Engagement | Assignment #5 Due @ 11:59 PM |
| | 4-Dec | WED | TBD / Group Work Day | Final Report Due @ 11:59 PM |

Disclaimer: The information in this syllabus was accurate and complete to the best of the instructor’s knowledge at the beginning of the semester. However, **the instructor reserves the right to modify course content** or instructional methods **without prior notice. Any changes will be communicated to students,** and an updated syllabus will be provided accordingly. **Note:** Weekdays with * are days in which attendance or participation will be taken.