



**Digital & Social Media
Marketing Syllabus
Dillard's College of Business
MKTG 3743 – X10
Fall 2025**

Instructor Information

Professor: Abigail Torres Rico, Ph.D.

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Office Hours: Tuesday/Thursday (in-person) from 11:30 AM to 12:30 PM and from 2:00 PM to 3:00 PM; Wednesday (online/in-person) from 11 AM to 12 PM

Teaching Assistant (TA) Information

TA: Sonia Pandey

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Course Overview

Course Dates: August 25, 2025, to December 13, 2025

Meeting Time: None; students must review the course schedule and keep up with assignments.

Location: Online course

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**

Important Note for Scholarship Students:

If you are using a scholarship to purchase your textbook, you must purchase it directly through the MSU Bookstore. I understand that processing may take extra time, so extensions will be provided if needed. Please email me if you fall under this situation.

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)

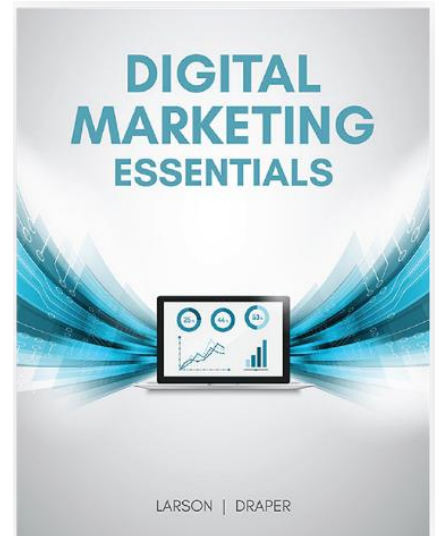
Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If 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	200	20%
Digital Marketing Simternship	10	200	20%
Expert Session Assignments	5/13	100	10%
Chapter Quizzes	10/15	100	10%
Group Project Peer Reviews	2	50	5%
Google Certification	2	50	5%
Total	37	1,000	100%
Extra Credit – Simulation Certification	1	30	3%

Grading Scale

Actual Points	Percentage	Letter Grade
900 and Higher	90 and above	A
800 to 899	80 to 89	B
700 to 799	70 to 79	C
600 to 699	60 to 69	D
Less than 599	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) examinations. The 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.

Makeup Exam Policy

I 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 (200 points or 20%)

Throughout the semester, you and a group of 3 - 4 people will develop a comprehensive social media marketing plan. This project will consist of 6 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 15 pages, double-spaced**.

I strongly suggest that each team meet online and discuss 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.**

Peer Evaluations (50 points or 5%)

Peer evaluations are a critical component of this course and are designed to assess individual contributions and collaboration within group projects, ensuring accountability and recognizing efforts. There will be **two** peer evaluations distributed throughout the semester: the first will occur after the third group assignment, and the final evaluation will take place at the end of the semester. Together, these evaluations will account for 5% (50 points) of your total grade, with each evaluation worth 25 points.

Students Who Do Not Participate in the Group Project

If a student fails to participate in the group project, they will be required to complete the remaining assignments individually. Additionally, all previously submitted group assignments involving the student will be reassessed by the instructor to ensure accuracy and fairness.

To earn a minimum of 70% on the peer evaluation, students removed from their group must submit a five-page, double-spaced paper. This paper should address the importance of teamwork, responsibility, and accountability. The paper must demonstrate critical thinking and be properly formatted according to APA or MLA guidelines (as specified by the instructor).

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.

Expert Session Assignments (100 points or 10%)

Thirteen expert sessions will be available throughout the semester. Of those 13, 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.

Chapter Quizzes (100 points or 10%)

Students are required to complete 10 chapter quizzes of the 15 available. Each of these quizzes encompasses the designated chapter. It is suggested that students complete the chapter quizzes before going into the lecture video.

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. P

Google Ads includes five certifications:

- AI-Powered Performance Ads Certification
- AI-Powered Shopping Ads Certification
- Google Ads Apps Certification
- Google Ads Creative Certification
- Google Ads Display Certification
- Google Ads Measurement Certification
- Google Ads Search Certification
- Google Ads Video Certification
- Grow Offline Sales 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; however, each one can take up to 1 to 4 hours to complete.

Use the link below to complete two of the courses and take their exams.

<https://skillshop.docebosaaS.com/learn>

Extra credit (30 points or 3%)

- Student’s Digital Marketing Certification worth 30 points or 3% of the entire grade.
- The exam for the certification has a time limit of 120 minutes.
- A minimum score of 80% is required to pass the exam.
- Upon passing, certificates will be automatically generated for students.
- Student’s Digital Marketing Certification is worth 30 points, which accounts for 3% of your overall grade.
- The certification exam will become available after completing Chapter 14.

If any other opportunity for extra credit becomes available, I will inform the class via a D2L News posting.

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, all students are expected to engage respectfully and professionally. Disruptive or disrespectful behaviors will not be tolerated; violations will result in a reminder and may ultimately lead to removal from the class.

Guidelines:

- *Professional Communication*: Emails must be professional and well-written. Messages that are unprofessional (e.g., incorrect address, "text talk") may not receive a response.
- *Respect and Inclusion*: Treat classmates and the instructor with courtesy at all times, even when opinions differ. Discriminatory or derogatory language based on race, gender, identity, religion, age, disability, or any other protected status will not be tolerated.

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.

AI Policy

You may use AI tools (e.g., ChatGPT, DALL-E, Grammarly, Co-pilot, Gemini) in this course only for the following purposes:

- Brainstorming & Outlining
- Researching examples
- Rewording short phrases of three to five words
- Clarifying instructions

Documentation Requirement:

If you use AI to generate any material that appears in your submission (beyond grammar checks), you must cite and credit it properly. For example:

ChatGPT-4. (2025, August 21). "Text of your query." Generated using OpenAI.
<https://chat.openai.com/>

AI Overuse Penalty:

Work that demonstrates primary reliance on AI will receive an automatic 20% grade penalty.

AI Penalty Appeal Process:

If you believe I wrongly penalized you for AI overuse, you may submit a short email explaining your writing process. If you used AI within the allowed purposes listed above, include the AI outputs and your process notes so I can fairly review your work.

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.

Inclement Weather Policy

If the university cancels classes due to inclement weather, all in-person sessions will transition to asynchronous learning. Lectures will be recorded and uploaded to D2L for students to review. Most assignments will still be due as stated on the syllabus unless the instructor decides to make changes, in which case updates will be communicated via D2L announcements and email.

Office hours for in-person classes will be canceled during inclement weather. Students are encouraged to email questions or concerns, and virtual meetings may be arranged if necessary.

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](#).

Instructor Policy:

In this course, any confirmed act of academic dishonesty will result in a **zero (0) on the assignment or exam in question**, in addition to referral to the Office of Student Conduct for further action.

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.

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: November 1, 2025

Deadline to file for graduation: September 23 for Dec graduation & October 7 for May graduation

Last Day to drop with a grade of "W:" October 9, 2025

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.

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Digital & Social Media Marketing

	Date	WkDay	Topics Open	Topic & Assignment Close
1	26-Aug	TUE	Introductions & Syllabus Review Ch 1: Digital Marketing Foundations	
	1-Sept	MON		Syllabus Quiz Register for courseware (Stukent) Ch 1 Quiz Ch 1 Expert Session (1)
2	2-Sep	TUE	No class – Labor Day Ch 2: Web Design	
	8-Sep	MON		Chapter 2 Quiz Ch 2 Expert Sessions (1)
3	9-Sep	TUE	Ch 3: Analytics	
	15-Sep	MON		Ch Quiz 3 Ch 3 Expert Session (1) Group Assignment #1
4	16-Sep	TUE	Ch 4: On-Site SEO	
	22-Sep	MON		Ch Quiz 4 Ch 4 Expert Session (2)
5	23-Sep	TUE	Ch 5: Off-site SEO	
	29-Sep	MON		Ch Quiz 5 Ch 5 Expert Session (1)
6	30-Sep	TUE	Ch 6: Paid Search Marketing & Introduction to Simternship	
	6-Oct	MON		Ch 6 Quiz Simternship Round #1 - #2
7	7-Oct	TUE	Midterm Exam (Ch 1 – 6) Open	
	13-Oct	MON		Group Assignment #2 Midterm Exam Closes at 11:59 PM
8	14-Oct	TUE	Ch 7: Display Advertising	
	20-Oct	MON		Ch Quiz 7 Simternship Round #3 – 4
9	21-Oct	TUE	Ch 13: Digital Strategy	
	27-Oct	MON		Ch Quiz 13 Group Assignment #3 Peer Evaluation #1 Simternship Round #5 - #6
10	28-Oct	TUE	Ch 8: Email Marketing	
	3-Nov	MON		Ch 8 Quiz Ch 8 Expert Session (1) Simternship Round #7
11	4-Nov	TUE	Ch 9: Social Media Strategy	
	10-Nov	MON		Ch 9 Quiz Ch 9 Expert Session (4) Simternship Round #8 - #9
12	11-Nov	TUE	Ch 10: Social Media Platforms	
	17-Nov	MON		Ch 10 Quiz Ch 10 Expert Session (2) Simternship Round #10 Group Assignment #4
13	18-Nov	TUE	Ch 11: Online Reputation Management	
	24-Nov	MON		Ch 11 Quiz

14	25-Nov	TUE	Ch 12: Mobile Marketing & Ch 14: AI for Digital Marketing
	1-Dec	MON	Ch 12 Quiz Ch 14 Quiz Group Assignment #5
15	2-Dec	TUE	Final Exam (Ch 7 – 14) Opens! Stukent Certification Opens (Optional)
	8-Dec	MON	Group Assignment #6 Peer Evaluation #2 Google Certification #1 & #2 (optional) Stukent Certification Closes Final Exam Closes at 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.