



TEXAS A&M UNIVERSITY
SAN ANTONIO

Department of Management and Marketing, College of Business

DIGITAL MARKETING (Hybrid F2F)

MKTG-3343:901 Fall 2024 CRN: 11485

Class Meeting Time: Tuesdays – 11:00am to 12:15pm

Class Meeting Location: Business Library Hall (BLH) 366

Class Duration: Aug 26, 2024 – Dec 13, 2024

Instructor: Dr. Temo Luna-Nevarez

Office: BLH 341J

Office Hours (In-person & Online via Email/Zoom):

- **Tuesdays: 2:00 p.m. – 5:30 p.m.;**
- **Wednesdays: 12:30 p.m. – 4:30 p.m.**

Or By Appointment

Phone: (210) 784-2387

Email: cnevarez@tamusa.edu

**Student emails will receive a reply within
1 business day.**

Course Website

<https://tamusa.blackboard.com>

Catalog Course Description

This course will provide students with a theoretical understanding of the dynamic online marketplace, necessary to adapt to its evolving environment, while also equipping them with the skills and strategies needed to perform critical digital marketing activities. By the end of the course, students will be able to walk into any organization with (or without) an online presence and improve (or implement) their use of digital technologies for marketing purposes.

Pre-requisite: MKTG-3311

Course Objectives

Digital marketing will cover the foundations of varied digital marketing techniques, while giving students the skills necessary to plan and implement a digital marketing strategy for a local company (client).

Course Pre-Requisites

MKTG-3311 Principles of Marketing

Students who do not meet the pre-requisite(s) must contact the instructor immediately.

Student Learning Outcomes

At completion of this course, students should be able to:

- ***Search Engine Optimization*** – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.
- ***Paid Search Marketing*** – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign's conversion rates.
- ***Online Advertising*** – Understand the various methods of online display advertising. Create an online display ad campaign and measures its ROAS (return on ad spend).

- Web Analytics – Determine the appropriate key performance indicators (KPIs) for any type of website. Make appropriate recommendations to an e-commerce website based on the conversion funnel.
- Email Marketing – Understand and implement best practices in marketing to a database of current and potential customers via email.
- Social Media Marketing – Utilize knowledge of social media tactics and tools to design an effective social media campaign.
- Effective Website Design – Design effective websites to meet individual/organizational marketing goals and implement tactics to improve their organic search rankings (i.e. SEO).
- Online Public Relations and Reputation Management – Identify actions a company can take to address negative criticism online and implement actions to increase a company’s positive online content.
- Mobile Marketing – Understand the principles underlying optimal mobile web design and determine how a company’s digital advertising strategy should be adapted for mobile users.
- AI for Digital Marketing – Optimize digital advertising campaigns through AI, and generate text and image ad ideas from ChatGPT or other Generative AI.

Required Materials

- **Textbook:** Larson, Jeff & Draper, Stuart (2024). Digital Marketing Essentials. 3rd edition. Publisher: Stukent. ISBN-13: 9780692226889
- This is a digital textbook that must be purchased online, directly from the publisher. This course will also be using an e-commerce simulation called **Mimic Pro**, which will be accessed from the same website. A single log-in profile will manage your access to both the textbook and the simulation. In order to buy the book and simulation, you will need to sign up on the following website:
<https://join.stukent.com/join/975-96A>
The cost of the bundle (textbook and simulation) is **\$129.99**.
- **Additional articles and texts** will be provided by the instructor.
- **Blackboard:** Connect to <https://tamusa.blackboard.edu>. You will have announcements, assignments, reading materials, class slides, grades, study guides and other supplementary materials in Blackboard.
- **Time:** You are expected to spend 4-8 hours per week for the course. Based on their background, some students may require more time. Time spent may be longer when assignment/exams are due.

Grading Policy

The final course grade will be based on your performance on the assignments, projects, certifications, exams, attendance and class participation using the following weights:

Grade Component	Possible Points	Percentage
Case Studies /Assignments	150	15%
Quizzes (12)	120	12%
Midterm Exam	140	14%
Final Exam	140	14%
Mimic Pro Simulation (6 Rounds)	120	12%
Personal Branding Website	80	8%
Final Project:		
• Final Report	150	15%
• Final Presentation and Slides	50	5%
Attendance	25	2.5%

Participation	25	2.5%
Extra Credit (Tentative)	30	3%
Total:	1030	103%

Explanation of the Assessment Components:

- **Case Studies/Assignments (150 points):**
During most class sessions, students will be required to work on case studies, assignments or activities focused on applying and/or reinforcing the key concepts covered in the instructor’s lecture. Students will turn in the assignment at the end of the class or at the beginning of next class, if extra time is needed to complete the assignment.
- **Quizzes (120 points):**
There will be 12 online quizzes over the weekly content (textbook chapters). Quizzes will be available on Blackboard during the week (Monday through Sunday) assigned in your class schedule (at the end of this document). Each quiz is timed (12 minutes) and will include 10 multiple-choice questions randomly drawn from a larger set of questions based on chapter content. Students will have only ONE attempt to complete each quiz, thus, it is VERY important that you read and understand the assigned chapter(s) material before completing the quiz. There will be NO opportunities to make up missed quizzes.
- **Exams (280 points):**
There will be two exams during the semester (midterm and final). These exams will consist of 5-8 essay questions focused on your ability to apply the information covered during the class to business situations. The exams will cover textbook material and lectures from chapters covered until the class before the test day.
- **Mimic Pro Simulation (120 points):**
Later during the semester, you will work on an online simulation where you will be able to apply the knowledge acquired in this class to run an e-business, using concepts such as website design, search engine optimization, paid search marketing, and display advertising. More details about this simulation will be provided later this semester. ALL simulation work will be individual, thus you are required to purchase the simulation before the start (kick-off) date stated in your class schedule (at the end of this document).
- **Personal Branding Website (80 points):**
You will create a personal website using Wix (a free website service provider). The website will be focused on promoting/advertising yourself to potential employers. As part of your website, you will be required to add a blog section, video links related to your previous work/experiences or professional interests, and pictures showcasing any relevant work, awards, certifications, accomplishments, etc. More details about this assignment will be provided later this semester. This is an INDIVIDUAL assignment.
- **Final Project and Presentation (200 points):**
You will complete a group project focused on the development of a digital marketing plan for a local business (client). The purpose of the final project is to provide you with hands-on experience through each phase of the development of a digital marketing plan. You will have to prepare a final written report (digital marketing plan) and present your plan (findings) to the class and instructor at the end of the semester. More details will be provided later during the semester. Note: Your final report and presentation will be graded using a grading rubric designed by the instructor.
- **Attendance (25 points):**
Class attendance is required. In addition, you are required to come to class on time. Your grade will be determined by the number of classes that you attended divided by the total classes in the semester. **To earn full credit for attendance, students must arrive on time, stay through completion, and be attentive to class lecture and discussion. Students who arrive late to class will receive half credit (50%) for attendance.**

only if they arrive during the first 15 minutes of class. Students coming later than this time or not showing up for class will receive NO credit for attendance.

Please be respectful of your fellow students and the instructor. If a student engages in activities which are distracting to other students and/or the instructor (e.g., using laptops for activities not actively involved with the course, texting or using cell phone, obtrusively reading material other than the text or course material), the instructor reserves the right to not grant credit for your attendance. Leaving the classroom is also not allowed. Consider any necessary provisions before entering the classroom. Do not prepare to leave earlier than the instructor. There are no excused absences in this class. Exceptions are in cases of medical emergencies, illnesses, or official academic trips (e.g., corporate visits, field trips), which should be documented and presented at the beginning of the next session. Please note that class attendance is mandatory and missing more than 2 classes may cause you to be dropped from this course.

- **Participation/Class Discussion (25 points):**

This is a discussion-based class. You are expected to come to class prepared to engage in an informed conversation about class material. This requires students to read and understand the book chapter(s) and other assigned readings before class, and to bring their own perspectives to the discussion. Attendance is NOT participation. Class participation will be judged on the basis of quality and consistency of effort on a daily basis using the following scale:

A = Comes prepared to each class and actively participates in discussion (21-25 points)

B = Usually comes prepared and usually participates (16-20 points)

C = Sometimes prepared and/or participates sporadically (11-15 points)

D = Often unprepared, absent and/or rarely participates (6-10 points)

F = Rarely attends class or participates (0-5 points)

Naturally, there are some students who do not feel comfortable participating verbally in the classroom. We should all try to make the classroom atmosphere as congenial as possible to assist our colleagues in the participation process.

- **Extra Credit (30 points):**

Tentatively, you will have the opportunity to earn up to 30 extra points to increase your final grade. I will inform you about this extra-credit component later during the semester.

Policy on Grades:

Based on the total number of points for the class, grades will be assigned on the following scale:

Course Points	Grade
900 or more	A
800 – 899	B
700 – 799	C
600 – 699	D
Below 600	F

This course has a requirement of **a grade of C as a minimal grade for satisfactory completion** of this course.

Note: Final grades are just that – **final**. Letter grades are strictly assigned from the percentage of points earned.

Lectures

Students are expected to come to class with all readings and assignments completed. Most classes will be based on the instructors' lecture, which will cover the key concepts of the chapter assigned for the day. Lecture material will be drawn from a variety of sources, including textbook chapters, videos, and news related to digital marketing. For most

lectures, I will use PowerPoint presentations, which will be posted on Blackboard no later than midnight (of lecture day.). As this is a hybrid course, students are expected to work outside the classroom on weekly assignments where they are expected to apply the concepts learned from the instructor's lecture (on Tuesday).

Teamwork

You will be assigned to a group of 4 people to work on a few assignments and final project. It is important to inform you that I will be monitoring the performance of each group member and his/her contribution to the teamwork. I encourage you to work effectively and efficiently on your group assignments. "Free riders" in teams will NOT be tolerated. Team members who aren't pulling their weight should be reported to me immediately. **If it cannot be resolved, these students may be required to finish a project on their own or get a grade of ZERO on their final project.**

Make-ups and Late Assignments/Exams Policy

As a general rule, make-ups or late submissions will NOT be offered or accepted for any missed assignments/exams/quizzes. Late submissions or make-ups may be accepted/administered only in extra-ordinary circumstances such as an excused official university activity, a severe illness, or a dire emergency. However, you must provide comprehensive documentation either before or within a few days of the missed assignment/exam.

Artificial Intelligence (AI) Policy

MKTG-3343 assumes that all work submitted by students will be generated by the students themselves, working individually or in groups. Students should not have another person/entity do the writing of any portion of an assignment for them, which includes hiring a person or a company to write assignments and/or using artificial intelligence (AI) tools like ChatGPT. Use of any AI-generated content in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

Class Conduct and Civility Code

Everyone in class is expected to follow all rules in the student handbook, as well as common courtesy during classroom lectures and discussions in class and online, including the following:

1. Attendance will be taken at the beginning of the class.
2. It is the students' responsibility to obtain and be able to use the required textbook and materials for this class.
3. Students must retain copies of all assignments and graded work for verification purposes and provide it to the instructor, if necessary. Keep own copies of all computer files and e-mails till final grade is received.
4. Talking while the instructor is lecturing is extremely disruptive and discourteous to the instructor and other students.
5. Using computers or phones (except for a valid urgent need) during class for a purpose not related to class is disruptive. All cell phones and gadgets should be turned OFF and headphones removed.
6. For any questions about the exams and assignments, student should contact the instructor, well in advance of the day they are due, so the instructor may have enough time to provide feedback.
7. All communications will be via e-mail communications to the Texas A&M University e-mail account, and students are expected to use their school provided email account. The instructor will reply to a student e-mail messages and voice messages within 24 hours during week days (Monday-Friday).
8. All assignment submissions must be uploaded to Blackboard by the due date and time. Submission window will close when the deadline is reached, and no assignments will be accepted, even if late by one second.

Anyone violating these policies may be subject to disciplinary actions.

Drop Policy

You may drop the course with an automatic grade of W on or before the date listed in the academic calendar at www.tamusa.edu. The last date to drop a course, or withdraw from the University is also indicated in the academic calendar on the university website (www.tamusa.edu). If you wish to drop the class, you must submit the necessary paperwork to the proper authority. Students dropping a course are subject to all conditions listed in the university catalog.

Financial Aid and Verification of Attendance

According to the following federal regulation, [34 CFR 668.21: U.S. Department of Education \(DoE\) Title IV regulation](#), a student can only receive Title IV funds based on Title IV eligibility criteria which includes class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended the first week of class. Any student receiving Federal financial aid who does not attend the first week of class will have his/her aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of his/her federal aid.

Writing, Language, and Digital Composing Center

The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as e-portfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on "Writing, Language, and Digital Composing Center" to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://bit.ly/WLDCCenter>.

Academic Learning Center

The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing tutoring@tamusa.edu, calling (210) 784-1307, or visiting the Central Academic Building, room 202.

University Email Policy and Course Communication

All correspondence between professors and students must occur via University email accounts. You must have Jaguar email account ready and working. If it is not working, contact the help desk at 210-784-4357.

The Six-Drop Rule

Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

Academic Accommodations for Persons with Disabilities

Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, please contact Disability Support Services in the Central Academic Building, Suite 210, or at (210) 784-1335 or visit <https://www.tamusa.edu/index.html> or email us at dss@tamusa.edu. Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services and their instructors as soon as possible.

Violations of Academic Conduct (Section 14.5 Student Handbook)

As a member in an academic community, students at Texas A&M University-San Antonio are expected to exhibit a high level of honesty and integrity in their pursuit of higher education, be mature, be self-directed and be able to manage their own affairs. Students who are unwilling to abide by these basic expectations will find themselves facing academic and/or disciplinary sanctions. Students are expected to share in the responsibility and authority with faculty and staff to challenge and make known acts that violate the Texas A&M University-San Antonio Code of Conduct. For more information please visit the Office of Student Rights & Responsibilities website <http://bit.ly/TAMUSAStudentRR>.

Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. Academic misconduct includes, but is not limited to, cheating, plagiarism, multiple submissions, collusion, lying and bribery. For more information, refer to the Student Code of Conduct, Article III: Conduct Rules and Regulations. Texas A&M University-San Antonio faculty has the discretion to impose grade penalties as deemed necessary.

Faculty members are required to report such serious breaches of academic honesty to their chair, their dean and the Office of Student Rights and Responsibilities. In cases of academic misconduct, students may be subject not only to grade sanctions in courses but to disciplinary action. Grade sanctions may be imposed only by faculty members, but suspension or expulsion may be imposed only by the Vice President for Student Affairs. If a student wishes to appeal the decision of suspension or expulsion due to violations of academic misconduct, they must initiate their appeal as outlined within the Student Code of Conduct. Extenuating circumstances may cause the University to deviate from the defined time frames.

All student term papers and other written assignments are subject to analysis by anti-plagiarism software. Posting of any class work given to student, or solutions, or discussion, on publicly accessible forums or on social media is not permissible.

Considering the potential consequences of academic misconduct, it is obviously in students' best interests to avoid even the appearance of such behavior. If a student is unclear whether a specific act might constitute academic misconduct, please she/he should contact the instructor for an assessment of the situation.

Counseling and Mental Health Resources

As a college student, there may be times when personal stressors interfere with your academic performance and/or negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment call 210-784-1331 or visit Madla 120.

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services.

Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option '2'). For more information and self-help resources, please visit www.tamusa.edu/studentcounseling

Emergency Preparedness

JagE Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/> .

More information about Emergency Operations Plan and the Emergency Action Plan can be found here: <https://www.tamusa.edu/about-us/campus-information/safety/university-police-department/documents/emergency-operations-plan.pdf> and <https://www.tamusa.edu/about-us/campus-information/safety/university-police-department/documents/emergency-action-plan.pdf>

Download the SafeZone App for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900

Meeting Basic Needs

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Dean of Students (DOS@tamusa.edu) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to provide any resources they may possess.

Military Affairs

Veterans and active-duty military personnel are welcomed and encouraged to communicate, in advance if possible, and special circumstances (e.g., upcoming deployment, drill requirements, disability accommodations). You are also encouraged to visit the Patriots' Casa in-person room 202, or to contact the Office of Military Affairs with any questions at military@tamusa.edu or (210)784-1397.

Religious Observances

Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

Respect for Diversity

We understand that our students represent diverse backgrounds and perspectives. When we are equity-minded, we are aware of differences and inequalities and are willing to discuss them so we can act to resolve them. The University is committed to building cultural competencies, or the attitudes, skills, and knowledge that enable individuals and organizations to acknowledge cultural differences and incorporate these differences in working with people from diverse cultures. Respecting and accepting people different than you is vital to your success in the class, on campus, and as a future professional in the global community. While working together to build this community we ask all members to:

- Share their unique experiences, values, and beliefs.
- Be open to the views of others.
- Honor the uniqueness of their colleagues.
- Value each other's opinions and communicate respectfully.
- Keep confidential discussions that the community has of a personal (or professional) nature.

- Use this opportunity together to discuss ways in which we can create an inclusive environment in this course and across the A&M-San Antonio community.

Statement of Harassment and Discrimination

Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equality of opportunity and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual within our state, nation, and world. All decisions and actions involving students and employees should be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, gender expression, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the appropriate offices within their respective units.

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator (titleix@tamusa.edu, 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students

Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide reasonable accommodations to pregnant students that would be provided to a student with a temporary medical condition and that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status (titleix@tamusa.edu; 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources.

Students' Rights and Responsibilities

The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

Students' Rights

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

Students' Responsibilities

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, [Student Code of Conduct](#), on our website, University Catalog and to comply with them, as well as federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide an environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notification.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the Student Code of Conduct.

Important Dates

The complete academic calendar is available online:

<https://www.tamusa.edu/academics/documents/AY2025-Academic-Calendar.pdf>

Date	Day	Event
August 19	Monday	Tuition & fee payment deadline
August 22	Thursday	Drop for non-payment

August 23	Friday	Last day for students withdrawing to receive 100% refund and responsible for 0% of tuition
August 26	Monday	First class day
September 2	Monday	Labor Day Holiday – NO Classes
September 3	Tuesday	Last day to register for Fall 16-Week Session
September 11	Wednesday	Census Date
September 12	Thursday	Drop for non-payment
October 7-18	Monday-Friday	Midterm grading period
November 11	Monday	Last day to drop with an automatic grade of “W”
November 19	Tuesday	Last day to withdraw from the university
November 27	Wednesday	Study Day - NO Classes
November 28-30	Thursday - Saturday	Thanksgiving Holiday – NO Classes
December 5	Thursday	Last day of scheduled weekday classes
December 6	Friday	Study Day - No classes
December 7-13	Saturday - Friday	Final examinations
December 13	Friday	End of Fall Semester
December 16	Monday	All grades for Fall 16-week session due by noon
December 17	Tuesday	Fall Commencement
December 19	Thursday	Grades available in JagWire

Policy on Class Schedule Changes and Contractual Obligations:

The class schedule (in the following two pages) is subject to change by the instructor during the course of the semester. Changes may be necessary because of students’ specific interest(s), the general class progression and emerging topics of interest. If such changes are implemented, they will be announced in class and posted to Blackboard if used in the course. The class schedule shall not be construed by the student as a contract, implied or expressed, between the student and/or the professor and the University. The instructor reserves the right to amend, alter, change, delete or modify the provisions of the schedule.

Writing, Language, and Digital Composing Center

The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as e-portfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on “Writing, Language, and Digital Composing Center” to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://bit.ly/WLDCCenter>.

Tentative MKTG-3343 Class Schedule (Fall 2024)
(Details may change due to unforeseen circumstances)

Week	Date	Topic(s)/Class Activities	Assigned Readings	Assignments/Deliverables
1	Aug – 27	<ul style="list-style-type: none"> ▪ Course Description and Syllabus ▪ Team Formation ▪ Introduction to Digital Marketing 	None	Read Course Syllabus
2	Sep – 03	Digital Marketing Foundations	Chapter 01	Quiz # 1
3	Sep – 10	Effective Website Design – Part 1	Chapter 02	Quiz # 2
4	Sep – 17	<ul style="list-style-type: none"> ▪ Effective Website Design – Part 2 ▪ Introduction to Wix ▪ Creating a Website using Wix 	Chapter 02	Personal Branding Website
5	Sep – 24	On-site SEO – Part 1	Chapter 04	Quiz # 4
6	Oct – 01	On-site SEO – Part 2 Off-site SEO	Chapter 05	Quiz # 5
7	Oct – 08	Paid Search Marketing	Chapter 06	Quiz # 6
8	Oct – 15	MIDTERM EXAM (Chapters 1, 2, 4, 5 & 6)		
9	Oct – 22	Mimic Pro Simulation Kick-Off Website Analytics	Chapter 03	Quiz # 3
10	Oct – 29	Display Advertising	Chapter 07	Quiz # 7 Simulation Round 1
11	Nov – 05	Email Marketing	Chapter 08	Quiz # 8 Simulation Round 2
12	Nov – 12	Social Media Strategy Social Media Platforms	Chapter 09 Chapter 10	Quizzes # 9 & 10 Simulation Round 3
13	Nov – 19	Online Reputation Marketing (ORM)	Chapter 11	Quiz # 11 Simulation Round 4
14	Nov – 26	Mobile Marketing	Chapter 12	Quiz # 12 Simulation Round 5
15	Dec – 03	AI for Digital Marketing Simulation: Final Results Review for Final Exam	Chapter 14	Simulation Round 5
16	Tuesday, Dec – 10 10:00 to 11:50 a.m.	FINAL EXAM (Chapters 3, 7, 8, 9, 10, 11 & 12)		