



TEXAS A&M UNIVERSITY SAN ANTONIO

Department of Management and Marketing, College of Business

DIGITAL MARKETING (Hybrid F2F)
MKTG-3343:901 Fall 2025 CRN: 11485
Class Meeting Time: Tuesdays – 11:00am to 12:15pm
Class Meeting Location: Business Library Hall (BLH) 366
Class Duration: Aug 25, 2025 – Dec 12, 2025

Instructor: Dr. Temo Luna-Nevarez

Office: BLH 341J

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

- **Tuesdays: 2:00 p.m. – 3:30 p.m.**
- **Wednesdays: 11:00 a.m. – 3:30 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, enabling them to adapt to its evolving environment. It will also equip them with the skills and strategies necessary to perform critical digital marketing activities. By the end of the course, students will be able to enter any organization—whether it has an existing online presence or not—and improve or implement its use of digital technologies for marketing purposes.

Pre-requisite: MKTG-3311

Course Objectives

Digital Marketing will cover the foundations of various digital marketing techniques while equipping students with 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 (2025). Digital Marketing Essentials. 5th 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/4F9-DC4> . 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 | 100 | 10% |
| Quizzes (12) | 120 | 12% |
| Midterm Exam | 150 | 15% |
| Final Exam | 150 | 15% |
| Digital Marketing Simternship Simulation (5 Rounds) | 100 | 10% |
| Personal Branding Website | 80 | 8% |
| Final Project: | | |
| • Final Report | 200 | 20% |
| • 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 (100 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. Assignments will be submitted at the end of the class or at the beginning of the next class if additional time is needed for completion.

- **Quizzes (120 points):**

There will be 12 online quizzes covering the weekly content (textbook chapters). Quizzes will be available on Blackboard during the week assigned in your class schedule (Monday through Sunday, as outlined at the end of this document). Each quiz is timed (12 minutes) and will include 10 multiple-choice questions randomly drawn from a larger pool based on the chapter content. Students will have only **one** attempt to complete each quiz. Therefore, it is **very** important that you read and understand the assigned chapter material **before** attempting the quiz. **No** make-up opportunities will be provided for missed quizzes.

- **Exams (300 points):**

There will be two exams during the semester: a midterm and a final. These exams will consist of 5–8 essay questions designed to assess your ability to apply the material covered in class to real-world business situations. The midterm exam will cover textbook material and lectures from all chapters studied up to the class before the exam. The final exam will cover all textbook material covered throughout the semester.

- **Digital Marketing Simternship Simulation (100 points):**

Later in the semester, you will participate in an online simulation where you will apply the knowledge gained in this class to run an e-business. This will involve concepts such as website design, search engine optimization, paid search marketing, and display advertising. More details about the simulation will be provided later in the semester. **All** simulation work will be completed individually. Therefore, you are required to purchase the simulation before the start (kick-off) date listed 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 site will focus on promoting and advertising yourself to potential employers. As part of your website, you will be required to include a blog section, video links related to your previous work, experiences, or professional interests, and images showcasing relevant work, awards, certifications, accomplishments, and more. Additional details about this assignment will be provided later in the semester. This is an **individual** assignment.

- **Final Project and Presentation (250 points):**

You will complete a group project focused on developing a digital marketing plan for a local business (client). The purpose of this final project is to provide you with hands-on experience through each phase of creating a digital marketing plan. You will be required to prepare a final written report (the digital marketing plan) and present your findings to the class and instructor at the end of the semester. More details will be provided later in the semester.

Note: Your final report and presentation will be graded using a rubric designed by the instructor.

- **Attendance (25 points):**

Class attendance is mandatory. In addition, you are expected to arrive on time for each class session. Your attendance grade will be calculated as the number of classes you attend divided by the total number of classes in the semester. To earn full credit for attendance, students must arrive on time, stay for the entire class, and remain attentive during lectures and discussions. Students who arrive within the first 15 minutes of class will

receive half credit (50%) for attendance. Students who arrive later than 15 minutes after the start of class or who do not attend at all will receive **no** credit for that session.

Please be respectful of your fellow students and the instructor. Engaging in distracting activities—such as using laptops for unrelated tasks, texting or using a cell phone, or reading non-course materials—may result in a loss of attendance credit at the instructor’s discretion. Leaving the classroom during the session is not permitted. Please make any necessary arrangements before class begins, and do not prepare to leave before the instructor has dismissed the class.

There are no excused absences in this course, except in cases of medical emergencies, illness, or official academic commitments (e.g., corporate visits or field trips). These exceptions must be documented and submitted at the beginning of the next class session.

Note: Attendance is required, and missing more than **two** classes may result in being dropped from the course.

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

This is a discussion-based class. You are expected to come to class prepared to engage in informed conversations about the course material. This requires students to read and understand the assigned textbook chapters and other readings before class and to contribute their own perspectives to the discussion.

Attendance is not the same as participation. Class participation will be assessed based on the quality and consistency of your contributions, using the following scale:

- **A (21–25 points):** Consistently comes prepared and actively participates in class discussions
- **B (16–20 points):** Usually comes prepared and participates regularly
- **C (11–15 points):** Occasionally prepared and/or participates sporadically
- **D (6–10 points):** Frequently unprepared, absent, and/or rarely participates
- **F (0–5 points):** Rarely attends class or participates

Naturally, some students may not feel comfortable speaking up in class. We should all strive to create a welcoming and supportive classroom environment that encourages everyone to participate.

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

Tentatively, you will have the opportunity to earn up to 30 extra points to boost your final grade. I will provide more information about this extra-credit component later in 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 instructor’s lecture, which will cover the key concepts from 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 on the day of

the lecture. As this is a hybrid course, students are expected to work outside the classroom on weekly assignments, applying the concepts learned during the instructor's lecture (held on Tuesdays).

Teamwork

You will be assigned to a group of four people to work on several assignments and the final project. Please be aware that I will be monitoring the performance and contribution of each group member. I encourage you to work effectively and efficiently on your group assignments. "Free riders" will not be tolerated. Team members who are not contributing adequately should be reported to me immediately. If the issue cannot be resolved, those students may be required to complete the project on their own or receive a grade of zero on the 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, or quizzes. Exceptions may be made only in extraordinary circumstances, such as an excused official university activity, severe illness, or a dire emergency. However, you must provide comprehensive documentation either before or within a few days of the missed assignment or exam.

Artificial Intelligence (AI) Policy

MKTG-3343 assumes that all work submitted by students will be generated by the students themselves, either individually or in groups. Students should not have another person or entity do the writing of any portion of an assignment for them, which includes hiring a person or company to write assignments and/or using artificial intelligence (AI) tools such as ChatGPT. The use of any AI-generated content in this course constitutes academic dishonesty and violates Texas A&M University–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://www.tamusa.edu/academics>.

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, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us <https://www.tamusa.edu/Disability-Support-Services/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 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/TAMUSASudentRR>.

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. For more information on SCC services, visit <http://tamusa.edu/studentcounseling>.

Crisis support is available 24/7 by calling the SCC at 210-784-1331.

Additionally, the TELUS Student Support App provides a variety of mental health resources to including support for in the moment distress, an anonymous peer-to-peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.

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/emergency-management/>
Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. For non-emergency, call at (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 submit a CARE referral (<https://www.tamusa.edu/university-policies/Student-Rights-and-Responsibilities/file-a-report.html>) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources.

Military Affairs

Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the Patriots' Casa building in room 202, or contact the Office of Military Affairs with any questions at military.va@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 with an opportunity to make up any examination, study, or course 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, equal 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 on our campus and within our state, nation, and world. All decisions and actions involving students and employees are to 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, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the University's Civil Rights Officer at 210-784-2061 or titleix@tamusa.edu.

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 based on sex, 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, sexual violence, or other related sex-based 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 such reasonable modifications to pregnant students as would be provided to a student with temporary medical condition 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.

Young Jaguars: can support parenting students with daycare who meet these criteria: Must be enrolled in classes at TAMUSA in the current semester. Must be Pell eligible or a single parent. They serve children ages 3 to 12-years-old. Children must be enrolled in Pre-K-3 through 6th grade. Contact: youngjaguars@tamusa.edu (210) 784-2636

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.

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 (<https://www.tamusa.edu/university-policies/student-rights-andresponsibilities/documents/Student-Handbook-2022-23.pdf>) or visit the resources available in the OSRR website (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/academicintegrity.html>).

Important Dates

The complete academic calendar is available online:

<https://www.tamusa.edu/academics/academic-calendar/current-year/fall-2025.html>

| Date | Day | Event |
|-----------------------|---------------------|--|
| August 18 | Monday | Tuition & fee payment deadline |
| August 22 | Friday | Last day for students withdrawing to receive 100% refund (0% responsibility) for tuition |
| August 25 | Monday | First class day |
| September 1 | Monday | Labor Day Holiday – NO Classes |
| September 2 | Tuesday | Last day to register |
| September 10 | Wednesday | Census Date |
| September 11 | Thursday | Drop for non-payment |
| October 6-17 | Monday-Friday | Midterm grading period |
| November 14 | Friday | Last day to drop with an automatic grade of “W” |
| November 25 | Tuesday | Last day to withdraw from the university |
| November 26 | Wednesday | Study Day - NO Classes |
| November 27-29 | Thursday - Saturday | Thanksgiving Holiday – NO Classes |
| December 4 | Thursday | Last day of scheduled classes for weekday classes |
| December 5 | Friday | Study Day - No classes |
| December 6-12 | Saturday - Friday | Final examinations |
| December 12 | Friday | End of term |
| December 16 | Tuesday | Commencement |
| December 17 | Wednesday | All grades due by noon |
| December 19 | Friday | 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 2025)
(Details may change due to unforeseen circumstances)

| Week | Date | Topic(s)/Class Activities | Assigned Readings | Assignments/Deliverables |
|------|------------------------------------|--|--------------------------|--|
| 1 | Aug – 26 | <ul style="list-style-type: none"> Course Description and Syllabus Team Formation | None | Read Course Syllabus |
| 2 | Sep – 02 | Digital Marketing Foundations | Chapter 01 | Quiz # 1 |
| 3 | Sep – 09 | <ul style="list-style-type: none"> Effective Website Design – Part 1 | Chapter 02 | Quiz # 2 |
| 4 | Sep – 16 | <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 – 23 | On-site SEO – Part 1 | Chapter 04 | Quiz # 4 |
| 6 | Sep – 30 | <ul style="list-style-type: none"> On-site SEO – Part 2 Off-site SEO | Chapter 05 | Quiz # 5 |
| 7 | Oct – 07 | Paid Search Marketing | Chapter 06 | Quiz # 6 |
| 8 | Oct – 14 | MIDTERM EXAM (Chapters 1, 2, 4, 5 & 6) | | |
| 9 | Oct – 21 | <ul style="list-style-type: none"> Mimic Pro Simulation Kick-Off Website Analytics | Chapter 03 | Quiz # 3 |
| 10 | Oct – 28 | Display Advertising | Chapter 07 | Quiz # 7 Simulation Round 1 |
| 11 | Nov – 04 | Email Marketing | Chapter 08 | Quiz # 8 Simulation Round 2 |
| 12 | Nov – 11 | Social Media Marketing | Chapter 09 Chapter 10 | Quizzes # 9 & 10 Simulation Round 3 |
| 13 | Nov – 18 | Online Reputation Marketing (ORM) | Chapter 11 | Quiz # 11 Simulation Round 4 |
| 14 | Nov – 25 | IN-CLASS ASSIGNMENT (Thanksgiving Break) | | |
| 15 | Dec – 02 | <ul style="list-style-type: none"> Mobile Marketing Simulation: Final Results | Chapter 12 | Quiz # 12 Simulation Round 5 |
| 16 | Dec – 09 10:00 am – 12:00 pm | FINAL EXAM (ALL Chapters) | | |
| | Nov – 26 Dec – 05 | STUDY DAYS (NO Class) | | |