UNIVERSITY OF TEXAS AT TYLER

DIGITAL MARKETING

COURSE: MARK 4355 Digital Marketing (Online Class)

DURATION: Start Date: 8/25/2025
                   End Date: 12/13/2025

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COURSE OVERVIEW AND OBJECTIVES:

This course is designed to explore the dynamic world of Social and Digital Media Marketing while building a deep understanding of the metrics and analytics that drive decision-making in this space. Students will learn how to design, execute, and evaluate marketing strategies across major social platforms (Facebook, Instagram, X, TikTok) as well as key digital marketing avenues (email, display advertising, paid search).

The course emphasizes measuring and interpreting performance data to assess campaign effectiveness, guide optimization, and link marketing efforts to business goals. Through hands-on assignments and projects, students will gain experience using analytics dashboards, A/B testing, and data visualization tools to track KPIs, measure ROI, and make informed strategic decisions.

By successfully completing the course, students will be able to:
- Understand core principles of social and digital media marketing, including audience targeting, content strategy, platform selection, and campaign planning.
- Demonstrate a comprehensive grasp of key metrics across channels, such as engagement rate, CTR, conversion rate, CAC, ROAS, and lifetime value.
- Collect, analyze, and interpret data from multiple sources including social media analytics, Google Analytics, and ad platform dashboards.
- Apply insights to optimize campaigns for higher reach, engagement, and conversion.

- Build a basic website and understand foundational web development concepts relevant to digital marketing.
- Create and manage business accounts on major social platforms, tailoring them to achieve strategic marketing objectives.
- Integrate metrics into entrepreneurial selling strategies to launch and grow new products or services.

COURSE DESIGN:

The course content is presented in different modules with each module containing the content to be covered during the assigned week. Class content/assignments will include the following: a narrated PowerPoint series, class activities and assignments, 2 exams and one optional final exam, and a group project. The Course Schedule contains the detailed schedule of the course with the due dates for each assignment. Here is a brief description of what each type of course activity constitutes:

PowerPoint Series: I will post one or more narrated Power Point slideshows for each module/chapter. I encourage you to listen to the slideshows carefully and take notes since we will not be using any book for this course. All content that you need for the exams as well as the assignments will come from these PowerPoints or videos. I may also provide some additional notes if necessary. All of these will be available on Canvas.

Class Activities. There will be 5 activities worth 4 points each. You can finish the assignments any time before its deadline. These class activities will require you to apply topics discussed in class in real life. Details of each activity will be made available in the video/PowerPoint for the class.

Class Assignments. To help students apply the concepts we discuss and cover in class, we will often have an in-class exercise that will need to be uploaded on Canvas. Similar to class activities, details of each assignment will be available in the module. These assignments are worth 10 points each. There will be 8 in-class assignments over the course of the semester.

Google Analytics Certification. This certification will help to highlight your skills while applying for jobs. You are expected to complete the Certification Exam with a passing score. We will not have class on the due date. You may take the exam any time on the due date, but it must be submitted by 11:59 pm on the due date. You will post a screenshot that shows your name and your score. You will receive a "zero" if you do not post the correct screenshot, which will be changed once you submit the correct screenshot. Students who submit the certification after the due dates will receive half of the points. You can finish the certifications early if you would like to do so. Many students want to get these done early in the semester, and that is your choice. Remember, the material will be on exams so you will have to review it.

- Link to the certification: https://skillshop.docebosaas.com/learn/courses/14810/google-analytics-certification

Group Project. Students will be required to complete and present a website. This project is intended to incorporate all of the concepts covered in class and in the class readings over the course of the semester. More information about the requirements and deliverables for this project will be provided in class and posted to Canvas.

Exams. There will be two exams in this class. Material on the exams will come from in-class videos, book chapters and readings, in-class materials, certifications, and lectures. There will also be an optional final exam which students can take in case you miss one of the other two exams. Students may also take the final optional exam if they are not satisfied with their scores on the first two exams. The exam with the lowest score would be dropped from the final grade calculation.

LockDown Browser + Webcam Requirement
This course requires the use of LockDown Browser and a webcam for online exams. The webcam can be the type that's built into your computer or one that plugs in with a USB cable.

Watch this brief video to get a basic understanding of LockDown Browser and the webcam feature.

https://www.respondus.com/products/lockdown-browser/student-movie.shtml

Download Instructions

- Select a quiz from the course

- If you have not already installed LockDown Browser, select the link to download the application and follow the installation instructions

- Return to the quiz page in a standard browser

- LockDown Browser will launch and the quiz will begin

Note: LockDown Browser only needs to be installed once per computer or device. It will start automatically from that point forward when a test requires it.

Guidelines
When taking an online exam, follow these guidelines:

- Select a location where you are comfortable having a video recording taken of yourself and your workspace environment. This area should be free of distractions and interruptions.

- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach

- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it

- Clear your desk or workspace of all external materials not permitted - books, papers, other devices

- Remain at your computer for the duration of the test

- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam

- To produce a good webcam video, do the following:

    o Avoid wearing baseball caps or hats with brims

    o Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or other surface where the device (or you) are likely to move

    o If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete

    o Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window)

- Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted

Getting Help
Several resources are available if you encounter problems with LockDown Browser:

- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area

- 24/7/365 Live Chat Support is also available from the Help Center, or from within the "it's not working" troubleshooter.

- If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu.

- Respondus has a Knowledge Base available from support.respondus.com. Select "LockDown Browser & Respondus Monitor" as the product to view helpful articles.

- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it

GRADE DISTRIBUTION:

Grade Components	
In-Class Assignments (8 @ 10 points each)	80 points (16%)
Class Activities	20 points (4%)
Google Analytics Certification	100 points (20%)
Website Presentation (Group Project)	100 points (20%)
Exams (2 @ 100 points each)	200 points (50%)
Total	**500 points (100%)**

Scale for final letter: A (90-100); B (80-89.99); C (70-79.99); D (60-69.99); and F (Below 60).

- **I do not round grades up.**
- **I do not allow make-up work.**
- **I do not accept late work.**
- **I do not provide extra credit opportunities**.

TECHNICAL SUPPORT:

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu. When you email IT Support, include a complete description of your question or problem including:

- ☐ The title and number of the course
- ☐ The page in question

- ☐ If you get an error message, a description and message number
- ☐ What you were doing at the time you got the error message You may also visit Distance Education FAQs for helpful information.

GENERAL UT TYLER ACADEMIC POLICIES:

See below or access at http://www.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf

STUDENTS RIGHTS AND RESPONSIBILITIES

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: http://www.uttyler.edu/wellness/rightsresponsibilities.php

We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at http://www.uttyler.edu/about/campuscarry/index.php.

DISABILITY SERVICES

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator. If you are unsure if the above criteria apply to you, or have questions or concerns, please contact the SAR office.

Course Schedule*

*Subject to change during the semester if deemed necessary, changes will be communicated in advance.

WEEK	CONTENT	ASSIGNMENT
	TENTATIVE CLASS SCHEDULE	
	Syllabus Review	Attendance Verification/Introduction Assignment (Due 08/27)
Week 1	Intro to Social Media Marketing	
	Marketing with Facebook	Activity 1 (Due 09/02)
Week 2	Facebook Analytics	Assignment 1 (Due 09/05)
	Marketing with Instagram	Activity 2 (Due 09/09)
Week 3	Instagram Analytics	Assignment 2 (Due 09/12)
	Marketing with X	Activity 3 (Due 09/16)
Week 4	X Analytics	Assignment 3 (Due 09/19)
	Marketing with TikTok	
Week 5	TikTok Analytics	Assignment 4 (Due 09/26)
	Exam Review	
Week 6	**EXAM 1**	Exam 1 (Due 10/03)
	Intro to Digital Media Marketing	Activity 4 (Due 10/07)

Week 7	**Work on your Google Analytics Certification**	
Week 8	Google Analytics Metrics	Assignment 5 (Due 10/15)
	Website Building: Weebly	Activity 5 (Due 10/17)
Week 9	Paid Search Marketing	Assignment 6 (Due 10/22)
	Paid Search Marketing	Assignment 7 (Due 10/24)
Week 10	Email & Display Marketing	Assignment 8 (Due 10/29)
	Exam Review	
Week 11	**Exam 2**	Exam 2 (Due 11/07)
		Google Analytics Certification (Due 11/08)
Week 12	Website Workshop	
	Website Workshop	
Week 13	Website Workshop	
	Website Workshop	
	THANKSGIVING BREAK!	
Week 14	**PROJECT PRESENTATION**	Due (12/05)

Week 15	**Finals Week**	