



COURSE TITLE : MARK 5345 Digital Insights

Term: Summer 2025

Course Dates: June 25, 2025 – August 9, 2025

Professor: Dr. Janna Parker

Course Times: online, asynchronous

Office Phone: (318)607-3454 cell

Classroom: online

Email: jannaparker@uttyler.edu

Office Hours:

Online Mondays from 5:30 to 8:30 pm.

You must email me to ask for a Zoom link. Additional online office hours by appointment. Since this is an online asynchronous class in Canvas and you are all working professionals, I try to be very flexible with meeting on Zoom or by telephone.

Required Materials -

This class uses Open Education Resources from industry guides and materials developed by the professor. All materials, including PowerPoint slides, lecture videos, PDFs, and website links, will be available on Canvas.

Required Online Learning and Industry Tools

Some assignments will require you to access educational materials and tools used in industry. You will need to sign up for free accounts to use these resources. None require payment for the free version, so if you go to the site and are asked to put in a credit card number, you have not accessed the correct version, as I only use those that do not require a credit card's input.

You will need to sign up for a Google Skillshop account for the GA4 learning module and Moz for the SEO module. There may be other tools you need, which will be listed in the applicable assignment.

Course Description

Digital transformation and big data have revolutionized marketing. Successful marketers must adapt their strategies and stay current on the latest digital media technologies, data analytics technologies, and trends. This Digital Insights course is designed to offer a comprehensive overview of the fundamentals of digital marketing from display advertising, search engine

marketing, social media marketing and email marketing to the impact of marketing analytics. The course will help students to develop a deep understanding of consumers and the digital marketing channels available to help reach consumers by learning statistical techniques to track, analyze, and optimize marketing campaigns to maximize return on investment (ROI). The course will provide the necessary information for students to improve digital marketing performance of any company with an online presence.

Course Objectives

This course is a required course in the M.S. in Marketing Insights. It is also part of the Digital Insights Micro Credential stackable certificate. Course objectives include: (1) Understand in-depth knowledge of key digital marketing concepts; (2) Demonstrate the key technologies and strategies used by firms in digital advertising; (3) Understand the key metrics in web and social media analytics; (4) Develop analytical abilities to solve real business problems; (5) Develop teamwork, critical thinking, and business communication skills.

Teaching Philosophy

My teaching philosophy is learner-centered, which means that all course content cannot be covered within the confines of the classroom. The professor is a facilitator and guide, but learners must be prepared and responsible for their learning. Therefore, not all content will be covered in the lecture. However, you must read all assigned material and watch the posted videos. If you do not understand something, email me. If it is a question that I can provide a good explanation via email, then we can use that option. I am always willing to set up a Zoom call to answer questions. Otherwise, I will assume that you know the reading assigned to you.

Course communication

I will be sending any necessary communication via Canvas. You may also contact me via email.

Special Course Notes:

The exams in this course will be proctored using Respondus Monitor. You will need to have a webcam and a microphone.

Course Structure

The course is paced throughout the session, and you must stay on track. A module will be posted each week with lecture videos and slides, assignments, course reading materials, and any additional resources. Please monitor the course schedule for due dates

In an MBA-level course, students are expected to stay on track as they do in their current positions. Make sure to turn in work on time and take the exams during the testing window.

However, emergencies occur, and sometimes we have unexpected circumstances. Please inform as soon as is realistically possible.

Tips for Success in this Course

1. **Manage your time.** I get it—students usually juggle a lot, and I know you've got commitments beyond this class. Still, doing your best often means carving out enough dedicated time for coursework. Try scheduling specific blocks of time and ensure you have enough room to finish assignments, allowing extra space for any tech issues that might pop up.
2. **Login regularly.** I recommend that you log in to Canvas several times a week to view announcements, discussion posts and replies to your posts.
3. **Do not fall behind.** This class moves at a quick pace and each week builds on the previous class content. If you feel you are starting to fall behind, check in with the instructor as soon as possible so we can troubleshoot together. It will be hard to keep up with the course content if you fall behind in the pre-work or post-work.
4. **Use Canvas notification settings.** Pro tip! Canvas can ensure you receive timely notifications in your email or via text. Be sure to enable notifications to be sent instantly or daily. ([Canvas Notification Guide](#))
5. **Ask for help if needed.** If you are struggling with a course concept, contact me or your classmates for support.

Graded Course Requirements Information

Practice Quiz

You will take a practice quiz using Respondus Monitor to ensure that you are ready for the exams. The questions will also allow me to get to know you a little.

Case Studies

For both case studies, you can work alone or in a group of 2-3. I will not assign groups, but you can form your own. If you are working with others, one person must email me and CC the others. When uploading to Canvas, only the person who originally emailed me will upload the case study with the names of all group members.

Homework Assignments

You will have some assignments that you may work on alone or in a group of 2-3 students. The assignment will specifically say whether you work alone or are allowed to work with someone. Follow the instructions listed above when working with others.

Exams

There will be two exams, each worth 100 points and consisting of multiple-choice, true/false, and essay questions. The final is NOT cumulative and will include material covered after the mid-term. Exams will take place online via Canvas using Respondus Monitor. You will be allowed one standard page of notes, both sides, to be scanned or photographed and emailed to me after the exam. Academic integrity requires that you not share these notes with anyone this semester or any semester after completing this course. If you work with someone else to create your notes, include the names of everyone in the group in your email.

You are not allowed to have a phone or any other materials while taking the exam.

Follow the procedures required by Respondus Monitor.

You do have access to help if you have any problems. I have noticed that those who use Apple products tend to have more problems than others. If you start the exam and get kicked out for any reason, usually, if you log back in, you can resume. If you have lost time, complete the M/C and T/F questions first. Then email me once you are timed out. I will work with you to complete the exam.

You will have 2 hours to complete the exam, which is more than I give for the in-person version (75 minutes). This is because I have built in extra time in case you get kicked out of an exam or have other technical problems. Each exam has a 4-day window; the dates are posted in the course schedule. Please plan your schedule accordingly

Meta Social Media Marketing Professional Certificate

Demonstrating digital marketing skills by earning an industry certificate is valuable for many potential careers. The University of Texas at Tyler has a contract to offer industry certificates through Coursera at no cost to students. You will complete and earn a certificate in the first course of the Meta Social Media Marketing Professional Certificate (a 6-course series although you only complete the first course). You must access Coursera through the link provided on Canvas, or Coursera will require you to pay for the course. You may complete the remainder of the courses if you choose, but that is optional and not graded. You will find in Canvas the links to the UTT Coursera page with information for setting up an account if you have not already done so in another course.

- Course 1: Introduction to Social Media Marketing. This course is self-paced, and it takes approximately 18 hours to complete. Access link: <https://www.coursera.org/programs/career-academy-students-mpggq/professional-certificates/facebook-social-media-marketing?authProvider=uttyler&collectionId=eb949>

Grading Structure

Weights for Assessment		
Case with Assignment	50 pts x 2	100 pts
Homework Assignment	25 x 3	75 pts
Exams	100 pts x 2	200 pts
Coursera Meta Social Media Marketing Certificate	100 pts x 1	100 pts
GA course with assignment	50	50 pts
Practice Quiz		10 pts

Total:		535 pts
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- A - (90% or higher)
- B - (80 - 89%)
- C - (70 - 79%)
- D - (60 - 69%)
- F - (Below 60%)

Topics covered:

- Social Media Marketing
- Digital Marketing Introduction and Strategy
- Brand Identity and Design Principles
- Visual Storytelling, Content, and Branded Entertainment
- Website Development Process
- Digital Consumer Behavior
- Email Marketing
- Digital Advertising
- Search Engine Marketing Strategy that includes
 - Search Engine Optimization (SEO)
 - Paid Search (PPC)
- Using KPIs and Analytics in Digital Marketing
- Digital Marketing Legal, Ethical, and Privacy Considerations*
- AI and Emerging Trends*

*Topics may not have a stand-alone lecture as this is covered throughout the course in relation to the specific lecture material.

Course Schedule

Calendar of Topics, Readings, and Due Dates Week/Date	Topics	Assignments/Exams
Week 1 (6/23-29)	Introduction to the Course; Social Media Marketing	Practice Quiz due at 11:59 pm CST 6/29 Coursera Meta Certificate due at 11:59 pm CST 6/29
Week 2 (6/30-7/6)	Digital Marketing Introduction and Strategy; Brand Identity and Design Principles	Case Study 1: due at 11:59 pm CST 7/6; May work in groups of 2-3 or alone

Week 3 (7/7-7/13)	Visual Storytelling, Content, and Branded Entertainment; Website Development Process	Podcast HW: due at 11:59 pm CST on 7/13. Individual assignment Website Evaluation HW: due at 11:59 pm CST on 7/13. May work in groups of 2-3.
Week 4 (7/14-20)	Digital Consumer Behavior	Midterm: Exam open 7/17-7/20 Due at 11:59 pm CST on 7/20
Week 5 (7/21-27)	Email Marketing; Digital Advertising	Case Study 2: due at 11:59 pm CST on 7/27. May work in groups of 2-3
Week 6 (7/28-8/3)	Search Engine Optimization & Paid Search	SEO HW: due at 11:59 pm CST 8/3. May work in groups of 2-3
Week 7 (8/4-8/9)	Using KPIs and Analytics in Digital Marketing	Google Analytics Assignment and Exam 2 are both due by 11:59 pm on SATURDAY, August 9th. May work in groups of 2-3.

Note: This is a tentative schedule, and subject to change as necessary – monitor the course page for current deadlines. In the unlikely event of a prolonged university closing, or an extended absence from the university, adjustments to the course schedule, deadlines, and assignments will be made based on the duration of the closing and the specific dates missed.