Instructor Information

<table>
<thead>
<tr>
<th>PROFESSION</th>
<th>Dr. Karen A. Loveland</th>
</tr>
</thead>
<tbody>
<tr>
<td>OFFICE LOCATION &amp; PHONE</td>
<td>OCNR 354; 361.825.2878</td>
</tr>
<tr>
<td>VIRTUAL OFFICE</td>
<td><a href="https://tamucc.webex.com/meet/kloveland">https://tamucc.webex.com/meet/kloveland</a></td>
</tr>
<tr>
<td>OFFICE HOURS</td>
<td>8:00 to 10:00 Monday (Online/Virtual) 16:00 to 18:00 Thursday (Online/Virtual) 8:00 to 9:00 Tuesday (in office) Other virtual office hours by appointment only</td>
</tr>
<tr>
<td>E-MAIL ADDRESS</td>
<td><a href="mailto:karen.loveland@tamucc.edu">karen.loveland@tamucc.edu</a></td>
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</table>

Course Description

The TAMUCC Undergraduate Catalog (2018-19) contains the following description of the course:

“This course introduces students to the theories, strategies, tools, and techniques of effective online marketing. The course emphasizes the essential concepts, methods, technologies, and decision making criteria for business-to-business and business-to-consumer Internet marketing. The broad concepts of ethics, social responsibilities, sustainability, and globalization are integrated through the course. Topics include online marketing research, business intelligence, Web site design, and Internet marketing strategy.”

This is a fully online course that includes coverage of search engine optimization (SEO), online advertising (search, display, and video), landing page optimization, Web analytics, email marketing, social media marketing, online reputation management (ORM) and mobile marketing.

Course Prerequisites

- BUSI 0011
- Junior Status

Learning Objectives

By the end of this course, the students should:

- Understand how to use the Internet to effectively target and reach consumers.
- Be able to define a variety of terms related to the online marketplace.
- Understand strategies for attacking specific online market segments.
- Know how to develop an online marketing strategy and select the appropriate marketing tools.
- Be able to use the Internet to gain valuable information about competitors and customers.
**Required Materials**
This course uses a package that combines an electronic textbook (*Digital Marketing Essentials* by Jeff Larson and Stuart Draper) and an online simulation (Mimic Pro Simulation) published by Stukent, Inc.

The first learning module in the course contains a direct link to the course I designed in Blackboard. You must use this link to associate your Stukent profile with this course. After you set up your Stukent profile, you’ll have the opportunity to purchase access to the textbook and simulation directly from the publisher. The cost for the bundle that includes the electronic textbook and the simulation is $119.99. If you already purchased an access code from the bookstore, you will have the opportunity to input that code after you complete your profile.

**Websites & Computer Resources**
This course makes heavy use of the following websites:
- Blackboard: [https://bb9.tamucc.edu/](https://bb9.tamucc.edu/)
- Stukent: [https://www.stukent.com](https://www.stukent.com)
- YouTube: [http://www.youtube.com](http://www.youtube.com)
- Wishbone: (course-specific links in Blackboard)
- Google AdWords Academy and/or Hubspot Academy (links in Blackboard)

Your instructor highly recommends using Firefox to access these sites. Students who use other browsers may experience minor formatting errors and other glitches with the course materials.

You can use a computer/laptop, tablet, or mobile device (smartphone) for most of the course.

**Course Requirements Overview**

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Percentage of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mimic Pro Simulation (Stukent)</td>
<td>40%</td>
</tr>
<tr>
<td>Chapter Quizzes (Blackboard)</td>
<td>11%</td>
</tr>
<tr>
<td>Participation in Class Discussions (Blackboard)</td>
<td>24%</td>
</tr>
<tr>
<td>Landing Page Optimization Assignment (Wishbone + Blackboard)</td>
<td>3%</td>
</tr>
<tr>
<td>Digital Marketing Certification (Google AdWords)</td>
<td>10%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
</tr>
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</table>

You may earn up to 10% extra credit for completing additional Digital Marketing Certifications as specified in the Certifications Guidelines.

**Grading Scale**
The Blackboard grade book (“My Grades”) will provide you with your current “Total Points” in the class. Please note that any percentage grade estimate based on your current total points (e.g., estimates in the mobile app) MAY NOT BE ACCURATE.

To aid you in tracking your progress in the class, I provide your “Current Average” in the grade book. This average calculates your percentage grade only on the completed assignments in the class. Please note that this calculation will not include assignments you did not complete before the due date until I manually enter a grade of zero for an assignment you did not complete. I do this after the deadline each week when I’m entering the simulation and discussion grades.
At the end of the term, I’ll then determine your final letter grade in the class based on the following scale:

<table>
<thead>
<tr>
<th>LETTER GRADE</th>
<th>TOTAL POINTS</th>
<th>PERCENTAGE GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>900 and above</td>
<td>90% to 100%</td>
</tr>
<tr>
<td>B</td>
<td>800 to 899.9</td>
<td>80% to 89.999%</td>
</tr>
<tr>
<td>C</td>
<td>700 to 799.9</td>
<td>70% to 79.999%</td>
</tr>
<tr>
<td>D</td>
<td>600 to 699.9</td>
<td>60% to 69.999%</td>
</tr>
<tr>
<td>F</td>
<td>599.9 and below</td>
<td>59.999% to 0.00%</td>
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IMPORTANT NOTE: There will be NO "rounding-up" of grades...if you miss a cutoff by even a fraction of a percent/point, you will receive the lower grade.

Course Policies

The following are my specific expectations:

1. Class "Attendance" -- You should plan to log in to Bb9 AT LEAST three times a week throughout the semester to get updates about assignments, participate in current discussions, and obtain other relevant information (more frequently is HIGHLY recommended if you want to earn an above average grade). You should also check your TAMUCC e-mail regularly for messages from me about the class.

2. No Computer-related Excuses -- Since computers are part of business life as are problems with computers, I will NOT accept excuses related to computer problems including Bb9 problems, server failures, lost e-mail, ISP problems, and disk crashes. NOTE: the key word is "excuses"...meaning that computer-related problems are NOT an acceptable excuse for not completing the course work...this does NOT mean that I'm not available to offer tips for getting around this type of problem so you can complete the work on time!!!. You should plan for such contingencies and access course information well in advance of the due dates. Waiting until the last minute is only asking for problems.

3. Ignorance is NOT a defense -- you are responsible for all information contained in this syllabus, the assignment guidelines, and all lectures and text material assigned for this class. If you are unclear about anything related to this class, you must request clarification from me. In the absence of direct questions, I assume you fully understand all the requirements of this course when assigning grades.

4. Communicate professionally -- treat your classmates (and me) with courtesy and respect. It is sometimes difficult to distinguish between a joke and a serious statement in written communication. Be especially careful with "public" communication (e.g., discussion messages) that everyone can see/read...think about what you say before you submit a message. I want everyone to feel comfortable and secure in the online classroom...avoid personal attacks/criticisms.

5. Deadline Policy -- I listed the due date for each assignment on the “Module Summary” page in Bb9 and in the Bb9 Calendar. Bb9 automatically deactivates ALL assignments (except the simulation) when the deadline expires. Under no circumstances will I extend the due date for individual students (I may extend due dates for everyone in the case of an extended system outage/issue affecting everyone in the class).

6. Late Policy -- Because you can work ahead on all the assignments (except discussions and the first three rounds of the simulation), ALL assignments submitted after the deadline expires receive a grade of zero ("0"). There are NO EXCEPTIONS to the late policy. Even ONE SECOND after the deadline is TOO LATE!!! It is to your advantage to set a personal deadline at least 24-48 hours before the due date for completing all the work in each learning module. Then, if you encounter any problems or complications, you have time to correct the problem with no penalty.

7. No Emailed Assignments -- you must submit your assignments in Bb9 or Stukent according to the submission instructions for each assignment. I will not grade emailed assignments.
The following policies (in italics) are “required syllabus language” for all online courses in the College of Business. I include an “Instructor Note” to clarify how the policy applies to this course:

**Electronic Device Usage**

*Computers or tablets are required to complete the course.*

Instructor Note: Owning a suitable device will increase your chances for success in this class. I have seen students complete the class in a computer lab; relying on a public computer may cause lost work, a missed deadline, or other issue with the course. You will NOT be able to take the exam on a public computer.

**Exam Proctoring**

*Courses may require the use of exam-proctoring involving third party charges. Exam-proctoring charges may range from $1 - $50.00 per exam. Students may be required to schedule exams at least 24 hours in advance or incur late scheduling charges. All costs for exams are the responsibility of the student. Students may also be responsible for providing webcams to be used in test proctoring.*

Instructor Note: There are no exams in this course so this policy does not apply. Quizzes do not require proctoring.

**Academic Integrity/Plagiarism**

*University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.)*

Instructor Note: In this class, academic misconduct or complicity in an act of academic misconduct on any assignment will result in a zero for that assignment and a failing grade for the course for any subsequent incident. Guidelines for each assignment type specify additional consequences of academic dishonesty on that type of assignment (such as a loss of online testing privileges for quizzes).

**Dropping a Class**

*I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.*

Instructor Note: April 15, 2020 is the last day to drop this class with an automatic grade of “W” this term.

**Classroom/professional behavior**

*Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable*
behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Instructor Note: Being “instructed to leave the classroom” in an online class may include removal of discussion posts and/or restrictions on usage of the discussion program. See the Class Discussion Guidelines in BB9 for information about how rude/unprofessional behavior MAY affect your grades.

Grade Appeals
As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html.

For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

Instructor Note: Please contact me via email using your TAMUCC email account if you have questions or concerns about your grade.

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Instructor Note: I designed the class to be ADA compliant. If you have an approved disability accommodation for increased time or other relevant accommodation, please contact me ASAP so I can make the necessary adjustments in Blackboard.

Statement of Academic Continuity
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

Instructor Note: As a fully online course, this class can continue without major interruptions after an adverse event as soon as the university restores IT services. Please make sure you check your TAMUCC email for messages from me as soon as you are able after a major disaster or other continuity incident.
## Course Topics Overview

<table>
<thead>
<tr>
<th>Module</th>
<th>Topics</th>
<th>Required Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Digital Marketing Foundations, Web Design (Desktop &amp; Mobile), Analytics</td>
<td>Chapters 1 – 3</td>
</tr>
<tr>
<td>2</td>
<td>On-Site SEO, Off-Site SEO, Paid Search Marketing</td>
<td>Chapters 4 – 6</td>
</tr>
<tr>
<td>3</td>
<td>Online Advertising, Conversion-Centered Design</td>
<td>Chapter 7 &amp; Supplemental Video</td>
</tr>
<tr>
<td>4</td>
<td>Email Marketing &amp; Content Marketing</td>
<td>Chapter 8 &amp; Supplemental Video</td>
</tr>
<tr>
<td>5</td>
<td>Social Media 1 &amp; 2</td>
<td>Chapter 9 &amp; 10</td>
</tr>
<tr>
<td>6</td>
<td>Online Reputation Management (ORM)</td>
<td>Chapter 11</td>
</tr>
<tr>
<td>7</td>
<td>Mobile Marketing</td>
<td>Chapter 12</td>
</tr>
</tbody>
</table>

The “Module Summary” page in Blackboard lists the assignments and due dates for each module. Due dates for each Module also appear in the “Calendar” in Blackboard to facilitate the deadline reminder feature.