

University of North Texas
College of Business
Course Syllabus: MKTG 3720 - Digital Marketing Fundamentals
Summer 2026

Instructor Information

Instructor: Amber Sardar
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Phone: 940-843-0567
Office Hours: email to schedule
Location: Office 329N- Modality: Hybrid

Welcome to UNT!

As members of the UNT community, we have all committed to an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

Course Description

MKTG 3720 explores the dynamic world of digital marketing and how technology enables firms to gain a competitive advantage. Students are expected to develop an appreciation for the role of digital technologies, including the internet, mobile devices, display marketing, and other emerging technologies, in creating competitive advantages in the global marketplace. Reviews concepts and methods pertinent to digital marketing, including the evolution of some key technologies and methods, and their importance in the role of marketing.

Prerequisite

MKTG 3650 or MKTG 3651

Course Objectives

By the end of this course, students will:

1. Understand key digital marketing tools, platforms, and strategies.
2. Develop, implement, and evaluate digital marketing campaigns.
3. Recognize and utilize digital marketing tools and applications
4. Develop digital marketing strategies to meet organizational needs.

Required Materials

Zahay, D. L., Labrecque, L., Reavey, B., & Roberts, M. L. (2024). *Digital Marketing: Foundations and strategy*. Cengage. ISBN: 9780357720783.

Technology Requirements

- Reliable computer with internet access

- UNT email account and Canvas
- Microsoft Office or Google Suite
- Webcam and microphone for Zoom

Computer Skills & Digital Literacy

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

- **UNT Help Desk:** [Student Help Desk site.](#)
- **Email:** helpdesk@unt.edu
- **Phone:** 940-565-2324
- **Walk-in:** [Sage Hall](#), Room 330
 - **Standard Hours:**
Monday–Thursday: 8 a.m.- 9 p.m. (CST)
Friday: 8 a.m.- 5 p.m. (CST)
Saturday–Sunday: 11 a.m.- 3 p.m. (CST)
 - **Current Walk-in Hours:**
Monday–Friday: 8 a.m.- 5 p.m. (CST)

Rules of Engagement

Rules of engagement refer to the manner in which students are expected to interact with one another and with their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individuals’ experiences.

- Use your critical thinking skills to challenge other people's ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as "YELLING!"
- Be cautious when using humor or sarcasm in emails or discussion posts, as tone can be difficult to interpret digitally.
- Avoid using "text-talk" unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.

Keep in mind that online posts can be permanent, so think first before you type. See these

- [Engagement Guidelines](#) for more information.

Grading Components

The final grade will be determined based on exam, quizzes, the final project, class participation (attendance is mandatory), and assignments.

- **Exam (15%)**
The course has one (1) required exam. The exam will assess your understanding of the terminology and concepts covered in the course.
- **Quizzes (15%)**
The course includes three (3) required quizzes. These quizzes will be comprehensive and designed to assess your in-depth knowledge and understanding of the key concepts and material covered in the assigned chapters. Students are expected to thoroughly review and understand the chapter material before attempting each quiz. Additional details are provided later in the syllabus.
- **Final Project – 30%**
The Final Project will consist of two parts: Part I and Part II. Part II will build upon and be assessed based on the work completed in Part I. Detailed instructions and expectations for each part will be discussed in class in accordance with the course schedule.
- **Assignments (30%)**
Assignments will consist of certifications.
- **Attendance/Course Participation (5%)**
Students are expected to attend class meetings regularly and to abide by the course's attendance policy. 80% Attendance required to complete the course. Additional details are provided later in the syllabus.
As part of your learning experience in this course, you will be required to participate in in-class discussions.

Category	Item	Points
Exam – 15%	Exam	60
Quizzes – 15%	Quizzes (3)	30
Final Project – 30%	Part 1	100
	Part 2	100
Certificates – 30%	Google Analytics	50
	AI-Powered Shopping Ads	50
	Google Ads Creative	50
Research Participation* – 5%	SONA	10
Attendance & Participation 5%		50
TOTAL		500

*Research participation is explained at the end of the syllabus.

Grading Scale

A: 90-100 | B: 80-89 | C: 70-79 | D: 60-69 | F: <60

If you withdraw from the class, you must remove your name from the class rolls. If you stop attending classes and do NOT remove your name from the class rolls, you will receive a failing grade (F) for this course at the end of the semester.

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT. It allows students to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course.

Course Policies

Assignment Policy

All assignments should be submitted as a .pdf file. Please refer to the course schedule for the start and due dates for each assignment and course activity.

Google Certification Assignments (30%)

As part of the course requirements, students are required to successfully complete the following three Google certification assignments:

1. Google Analytics Certification
2. AI-Powered Shopping Ads Certification
3. Google Ads Creative Certification

Each certification assignment is worth 50 points, for a total of 150 points (30% of the final course grade). Students must complete the certifications through the designated Google platform and submit proof of successful completion in Canvas by the specified deadlines. Detailed instructions for accessing, completing, and submitting each certification assignment will be discussed in class.

Students will generally have approximately **30 days** to complete each certification assignment. Therefore, students are expected to **plan ahead and begin working on each certification well before the deadline. Deadlines are firm.** Late submissions will not be accepted, and extensions will not be granted except where required under University policy or an approved accommodation. Technical difficulties encountered close to the deadline will not normally be considered grounds for an extension. Students are strongly encouraged not to wait until the final days to complete or submit their certification.

It is the student's responsibility to ensure that the certification is completed and proof of completion is successfully submitted in Canvas by the stated deadline.

Quiz Policy

There will be a total of three (3) quizzes in this course. All quizzes will be administered in class during scheduled class sessions. Quizzes cannot be taken outside of class except for approved make-up quizzes, which may be administered during office hours or at another time approved by the instructor.

Students who know in advance that they will be absent must notify the instructor at least one day before the scheduled quiz to be considered for a make-up opportunity. Failure to provide advance notice will generally result in no make-up opportunity, and the missed quiz will receive a grade of zero, except in documented emergencies or circumstances covered by University policy.

Quiz retakes are not permitted except under exceptional circumstances. All quizzes require the use of LockDown Browser with the camera enabled. It is the student's responsibility to ensure that their computer, browser, camera, internet connection, and required software are functional and up to date before each quiz. Students are strongly encouraged to check their system and software in advance to avoid technical difficulties during the quiz.

Examination Policy

You are required to take the exam. A make-up exam is only permitted with a written doctor's excuse or under an extreme personal situation. If you have a legitimate or extraordinary scheduling conflict and must miss an exam, please see me NOW or IMMEDIATELY upon knowing the conflict. I will make every effort to schedule an earlier make-up exam. Having more than one other exam on the same day is NOT a legitimate reason for rescheduling an exam. If you lose your Internet connection during an exam, please be sure to contact me immediately. If you have issues accessing Canvas, please contact the Student Helpdesk and document the remedy ticket number before contacting me.

Instructor Responsibilities and Feedback

- My responsibilities in the course are: (1) helping students grow and learn, (2) providing clear instructions for projects and assessments, (3) answering questions about assignments, (4) identifying additional resources as necessary, (5) providing grading rubrics, and (6) reviewing and updating course content, etc.
- You will be evaluated through classroom discussions, assignments (certifications), final project, quizzes and exam. The average email response time is 24-48hrs. Most assignments will be graded within a week of their submission.

Late Work

All work must be completed as scheduled. Late assignments will **not** be accepted and will result in a grade of 0 unless special arrangements are made with the instructor. Students who anticipate any difficulties in this class due to personal circumstances should discuss these matters in advance with the instructor.

Attendance Policy

Regular class attendance and informed participation are expected. Excessive absences could cause one to be automatically dropped from the course with an undesirable grade. If you expect to be absent for an extended period, please let me know AS SOON AS POSSIBLE. I expect **80%** attendance in my class for full credit. **Full Attendance earns extra credit.** It is the student's responsibility to inform me of their absences. To learn more, visit the [University of North Texas's Attendance Policy](#).

Class Participation

Students are expected to be prepared by reading the appropriate materials so that they can participate in group discussions and other work assigned in the class. In organizations where more work is done in teams, an important part of a person's contribution is the way he or she participates in meetings. The percentage of the grade assigned to course participation is partially designed to encourage you to enhance and test your abilities in this area. Participation concerns both quality and quantity.

Technology:

In class use of laptop computers is restricted for note-taking purposes ONLY. Communication devices (cell phones, iPads, etc.) capable of sending and/or receiving electronic communication and all entertainment devices **are to be turned off and kept off throughout each class session.** The use of these devices during class is disruptive to the learning environment and will count significantly against your CAPP score. The use of cameras, video cameras, and recording devices on mobile phones, laptops, tablets, etc., to take photos of the whiteboard or projected materials, and/or audio recordings of lectures during class sessions is strictly prohibited unless prior permission is granted by the instructor. You are responsible for downloading and installing the lockdown browser, as all the quizzes and exam will be administered through it. The instructor won't be able to provide any technical facilitation.

Syllabus Change Policy

The instructor reserves the right to make changes to this course schedule. It is the student's responsibility to note these changes as announced in class or to be aware of them as they are posted on Canvas.

UNT Policies

Academic Integrity Policy

The policies stated here are taken from the University of North Texas Student Guidebook (for more details, please see <https://vpaa.unt.edu/ss/integrity/index.html>). You are responsible for the information published by the university in its official publication/website.

Scholastic integrity must be exhibited in your academic work, conduct, and methods. Academic work for which you receive an individual grade must be your original, individual effort. Although you may discuss assignments with others, the work you submit for a grade must be solely your own. If, in the instructor's opinion, any evidence exists that all or part of the work you submit for grading is that of another person, you (and the other person) will be given a zero for the assignment. This is one form of scholastic dishonesty. A second incident of academic misconduct will result in a grade of F in this course. You (and anyone involved with you) will be given an F in this course if you are found to have cheated on an exam or collaborated on an assignment with another student. Further action on incidents of scholastic misconduct will be referred to the Dean of Students.

The term cheating includes, but not limited to, (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

The term plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency in the selling of term papers or other academic materials. (Source: Code of Conduct and Discipline at the University of North Texas.) See the following websites for more details: <https://policy.unt.edu/policy/06-003>

ADA Policy

The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodations. Please see the instructor as soon as possible to discuss this matter.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race,

color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. Visit UNT's [Code of Student Conduct](#) to learn more

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle Connect](#).

Student Evaluation Administration Dates

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT

SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](#) or email spot@unt.edu.

Survivor Advocacy

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940- 565-2648.

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](#). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See [UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses](#).

Use of Student Work

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

Download the UNT System Permission, Waiver and Release Form

Transmission and Recording of Student Images in Electronically-Delivered Courses

1. No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
2. In the event an instructor records student presentations, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

Class Recordings & Student Likenesses

Synchronous (live) sessions in this course may be recorded for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

Academic Support & Student Services

Student Support Services

Mental Health

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](#)
- [Counseling and Testing Services](#)
- [UNT Care Team](#)
- [UNT Psychiatric Services](#)
- [Individual Counseling](#)

Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let the instructor know. Below is a resource for updating your chosen name at UNT (<https://registrar.unt.edu/transcripts-and-records/update-your-personal-information.html>)

**UNT EUIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.*

Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don't assume someone's name, we should also ask and not assume someone's pronouns.

You can [add your pronouns to your Canvas account](#) so that they follow your name when posting to discussion boards, submitting assignments, etc.

Additional Student Support Services

- [Registrar](#)
- [Financial Aid](#)
- [Student Legal Services](#)
- [Career Center](#)
- [Counseling and Testing Services](#)
- [UNT Food Pantry](#)

Academic Support Services

- [Academic Resource Center](#)
- [Academic Success Center](#)
- [UNT Libraries](#)
- [Writing Lab](#)

Tentative Course Schedule

A weekly schedule with topics, assignments, and due dates will be provided on Canvas. Key topics include:

Week 1	August 17- Introduction to the course and syllabus discussion + Chapter 1 The Digital Marketing Landscape and Foundations August 19- Chapter 1 The Digital Marketing Landscape and Foundations
Week 2	August 24- Chapter 2 The Supply Chain Becomes a Value Ecosystem Final project Part 1 and Part 2-Introduction August 26- Chapter 2 The Supply Chain Becomes a Value Ecosystem
Week 3	August 31- Chapter 3 Business Models and Strategies September 2- Chapter 3 Business Models and Strategies Quiz 1 (Chapters 1, 2, and 3)- September 7, 2026
Week 4	September 7- Labour Day- No class September 9- Chapter 4 Supporting the Digital Customer Journey
Week 5	September. 14- Chapter 5 Measuring and Evaluating Digital Marketing Programs September. 16- Chapter 5 Measuring and Evaluating Digital Marketing Programs
Week 6	September. 21- Chapter 6 Developing and Maintaining Effective Online and Mobile Websites

September. 23- Google Analytics Certification (4h 55m)- No class

September 28- AI-Powered Shopping Ads Certification (1h 15m) No Class

September 30- Chapter 6 Developing and Maintaining Effective Online and Mobile Websites

Quiz 2 (Chapters 4,5 and 6)- October 5, 2026

Week 8 October 5- Chapter 7 Search Engine Marketing

October 7- Chapter 7 Search Engine Marketing

Week 9 October 12- Chapter 8, Paid Search and Social Advertising

October 14- Chapter 8, Paid Search and Social Advertising

Week 10 October 19- Chapter 9, Social Media Marketing as a Cornerstone of Strategy

October 21- Chapter 9, Social Media Marketing as a Cornerstone of Strategy

Week 11 October 26- **Exam (Chapters 1, 2, 3, 4, 5, 6, 7, 8 and 9)**

October 28- Chapter 10 Display and Mobile Advertising for Customer Acquisition

Week 12 November 2- Chapter 10 Display and Mobile Advertising for Customer Acquisition

November 4- Google Ad creative-No Class

Week 13 November 9- **Final project Part 1 deadline- No Class**

November 11- Chapter 11 Email Marketing to Build Consumer and Business Relationships

Week 14 November 16- Chapter 11 Email Marketing to Build Consumer and Business Relationships

November 18- Chapter 12 Content Marketing

**November 23-29, 2026 Thanksgiving break-
Deadline for completing SONA credits**

Week 15 November 30- Final project preparation-No class

December 2- **Quiz 3 (Chapters 10,11 and 12) - Final Project Q & A.**

Last week **December 7, 2026- Final project Part 2 deadline**

Deviation

The instructor reserves the right to make changes to this course schedule. It is the student's responsibility to make note of these changes as announced in class or to be aware of these changes as they are posted in the learning management system.

Other Course Policies

Netiquette

Students are expected to be respectful of peers' opinions expressed in the discussion postings. Written text can easily be misinterpreted, so if you feel particularly strong about a point, it may be best to write it out first as a draft and then review it before posting it. Also remember to read your messages aloud for clarity before hitting the send/submit button and to avoid the excessive use of exclamation points.

Email Requirement

Students are required to utilize the UNT email account assigned to them by the University. It is the student's responsibility to activate the account and keep it current. Communication and appointment setting with students will occur via the UNT email system. I strongly advise checking your UNT email daily.

Incomplete Grade

An Incomplete Grade ("I") is a non-punitive grade given only during the last one-fourth of a term/semester and only if a student (1) is passing the course and (2) has a justifiable and documented reason, beyond the control of the student (such as serious illness or military service), for not completing the work on schedule. The student must arrange with the instructor to finish the course at a later date by completing specific requirements. These requirements must be listed on a Request for Grade of Incomplete form signed by the instructor, student, and department chair; and also entered on the grade roster by the instructor. Grades of "I" assigned to an undergraduate course at the end of the Fall 2007 semester and later, will default to "F" unless the instructor has designated a different automatic grade.

A student may remove a grade of "I" within one year by completing the stipulated work. After completion of the stipulated work, the instructor of record records the final grade on a UNT Grade Change Form and obtains the department chair's signature. The instructor's academic dean completes processing with the Registrar's Office, where the grade point average is adjusted accordingly. For undergraduate courses taken in Fall 2007 or later, if a student does not complete the stipulated work within the specified time, the grade will default to F unless the instructor has designated a different automatic grade. The GPA is adjusted accordingly, and the student will be subject to any academic penalty that may exist.

Student Support Services

Students with disabilities should contact the Office of Disability Access (ODA) for accommodations.

Research Experience Program
unt-cob.sona-systems.com
cob.unt.edu/research/research-experience-program

The Research Experience Program at the RCoB allows faculty and PhD researchers to collect data on consumer behavior, marketing, and other areas of study. Researchers apply their findings to current industry needs, and deepen our understanding of human behavior in business markets, organizations, and management.

As part of your learning experience in this course, you will be required to participate in research studies to gain experience with the research process. Your participation in these research studies will make up **10%** of your final class grade. Your participation in this program is critical to the furthering of UNT's research goals.

To fulfil the requirement, you **must** create an account on the **College of Business REP** webpage—unt-cob.sona-systems.com—which allows you to browse and sign up for available studies. **DO NOT** sign up for the SONA in the Psychology Department! Use the **CoB SONA** link provided above.

The amount of credit assigned is based on the format and duration of the study.

Online Studies

- <15 minute studies = 1 credit
- 15-30 minute studies = 2 credits
- >30 minute studies = 3 credits

In-Person Lab Studies (Behavioral Lab - BLB 279)

- <15 minute studies = 3 credit
- 15-30 minute studies = 4 credits
- >30 minute studies = 5 credits

To fulfill the **10%** course requirement, you must earn a total of **10 REP credits** throughout the semester (**i.e., 1 credit = 1 percent of your final grade**). All credits earned will be added to your final course grade at the end of the semester. Additional extra credit points may be available at my discretion.

- ➔ To sign up, please visit unt-cob.sona-systems.com. If you have questions, DO NOT contact me. Instead, contact the REP Admin Team via email at RCoBRep@unt.edu. Your questions will be addressed promptly, usually within 24 hours.
- ➔ Visit cob.unt.edu/research/research-experience-program for detailed sign-up instructions and more information.

Important Deadlines!

November 27th, 5:00 PM – Last day to participate in SONA for Spring semester.

You will have one week from this date to adjust your final credits assigned to particular classes in SONA. On **December 4th**, final scores will be distributed to instructors and cannot be changed after that point.

Thanks in advance for your participation! Have a great semester!

Please Note:

- 1) Don't wait! Create your account ASAP! Get first access to available studies.
- 2) Assign your credits to the proper course. This course is: **MKTG 3720-003**
- 3) If you have another course that also requires SONA credits, you must complete those credits separately. On the main SONA account page, you can assign your completed credits to specific courses (of your choice). You have up to May 1st to adjust these credits!
- 4) If you do not want to participate in the posted studies, you can complete a 2-page research article critique for 2 points of REP credit each. To do so, please email RCoBRep@unt.edu and they will assign you an article to critique. Critiques are due on or before April 24th. Article critiques will not be available until the last week before April 24th. Please note that study participation will require less of your time than article critiques.

Welcome to Digital Marketing! Together, we'll dive into the strategies and tools shaping the modern marketing landscape.