

Spring 2026

Marketing 3720.001 Digital Marketing Fundamentals

Thursdays, 2 p.m. – 4:50 p.m., UNT Main Campus, BLB 180

Course Description

3720.001 Digital Marketing Fundamentals. 3 hours.

Students are expected to garner an appreciation for the role of digital technologies - including the internet, mobile devices, display marketing, and other emerging technologies - for creating competitive advantages in the global marketplace. Course 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(s): MKTG 3650 or MKTG 3651.

Instructor Information

Beth McConahay, Adjunct Professor

Elizabeth.McConahay@unt.edu

Mobile: 651-724-0243 (Feel free to text anytime between 7:00 a.m. – 10:30 p.m.)

Office Hours: by appointment

www.linkedin.com/in/beth-mcconahay

UNT strives to offer you a high-quality education and a supportive environment, so you learn and grow. I am committed to helping you be successful as a student. I value the many perspectives students bring to our campus. Please work with me to create a culture of open communication, mutual respect, and belonging. All online discussions should be respectful and civil. Although disagreements and debates are encouraged, personal attacks are unacceptable. Together, we can ensure a welcoming online environment for all.

Course Learning Objectives

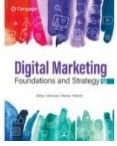
By the end of this course, students will be able to:

1. Develop digital marketing strategies to meet organizational needs.
2. Communicate their grasp of digital marketing concepts.
3. Recognize and utilize a variety of digital marketing tools and applications.
4. Analyze and evaluate the development and execution of digital marketing campaigns.

Course Structure:

This is an in-person class that meets weekly on Thursdays from 2 p.m. to 4:50 p.m. on the UNT Main Campus in BLB 180. Attendance is required and participation is expected.

Required Materials



For this course, you are required to purchase the Cengage Mindtap product and e-book ***Digital Marketing Foundations and Strategy*** by Debra Zahay, Lauren Labrecque, Brooke Reavey, Mary Lou Roberts. 5th Edition.

I have negotiated a price of \$70 for this content but only if you purchase through Cengage directly. You can access this through any of our course assignments linked to Cengage in Canvas. Details on how to access Cengage to purchase your e-book and Mindtap product are shown in this video (see link below).

[UNT Mindtap Instructions for purchase](#)

Attendance

Students are expected to attend all class meetings. **Attendance will be 10% of your grade.**

Our sessions are nearly three hours long, and there may be a time when a student can't attend the entire session. Consequently, attendance grading will be worth 6 points per session, and if a student misses part of a class but can attend for at least half the session, they will still earn 3 attendance points for that day.

There are fifteen (15) total in-person classes for the session, which means there are 90 attendance points available, but only 72 points required. If a student attends all sessions, they will earn 18 extra points towards their overall course grade. It is important you communicate with the professor prior to being absent so you and the professor can discuss and mitigate the impact of the absence on your attainment of the course learning goals.

Classroom Behavior

Each course participant is responsible for classroom behavior conducive to teaching and learning. Each course participant should be fully aware of the policies and guidelines for academic honesty and classroom behavior stated in the University of North Texas Student Guidebook and UNT's website. The Student Code of Conduct (<https://policy.unt.edu/policy/07-012>) and an abbreviated list of other rules, regulations, and policies are available from the Dean of Students. Anyone compromising the integrity of the learning process will receive a failing grade in this course and be referred to the Dean of Student Affairs for disciplinary action.

Cellular telephones, laptop computers, and other devices: You cannot have a device that makes any sound/noise audible to others in the classroom. If you have a particular need, you must obtain express written consent from the instructor to use such a device in class. If it is considered a nuisance, the instructor reserves the right to remove you from the classroom.

During class sessions, do not engage in activities such as browsing websites, reading personal email messages, using the phone to send/receive text messages, sleeping, eating, and reading material irrelevant to the class. Such practices disrupt the instructor's and other students' concentration and detract from a proper learning environment. Please be considerate of others by refraining from excessive talking when the instructor is speaking. Even a small amount of unnecessary conversation can inhibit the hearing/participation of other students and be detrimental to the learning environment. I will expect you to pay close attention to the class proceedings.

Eagle Alert for Campus Closure Notices

Students will be notified by Eagle Alert if there is a campus closing that will impact a class and describe that the calendar is subject to change, citing the [Campus Closures Policy \(https://policy.unt.edu/policy/15-006\)](https://policy.unt.edu/policy/15-006).

Grading

Total Points available for course: 710

A = 639 points and up

B = 568 - 638 points

C = 497 - 567 points

D = 426 - 496 points

F = 425 points and below

Assignments Percentage to Total Grade

Exams (2) 34%

Chapter Quizzes (14): 23%

Google Certifications: 25%

Team News Presentation: 7%

Attendance: 10%

All grade discrepancies should be raised prior to the end of the semester. If you need help or cannot complete the work because of personal difficulty, please contact me immediately so that we can review alternatives. There may be extra credit opportunities throughout the semester. However, I will not offer extra credit after the final exams are submitted.

Late Work Policy

All scores for assignments, quizzes and exams will be **reduced by 10%** if completed after the due date.

Professionalism

Students are expected to treat any digital communications in the Course—including emails—as professional communication. Thus, it is expected that such communications:

- Will be written in complete sentences and utilize proper punctuation, spelling, grammar, capitalization, usage, etc.
- Words will be spelled out completely (i.e., no jargon/text messaging shorthand)
- Will not be written in all capital letters.
- Email messages should come from appropriate (i.e., not be from addresses such as hotmama@gmail.com) accounts, and it is suggested that students utilize their UNT email addresses. Due to the threat of viruses, etc., emails from questionable accounts will be deleted without being read.
- Emails should include a specific subject line.
- All communications should be courteous and respectful

Course Requirements/Schedule

Chapter	Class Date	Topic	Assignments	Due Dates
			Syllabus Confirmation Quiz	21-Jan
1	1/15	Chapter 1: The Digital Marketing Landscape and Foundations	Chapter 1 Quiz	25-Jan
2	1/22	Chapter 2: The Supply Chain Becomes a Value Ecosystem	Chapter 2 Quiz Register and start Google Analytics	25-Jan
3	1/29	Chapter 3: Business Models and Strategies	Chapter 3 Quiz	1-Feb
4	2/5	Chapter 4: Supporting the Digital Customer Journey	Chapter 4 Quiz Submit progress update Google Analytics	8-Feb
5	2/12	Chapter 5: Measuring and Evaluating Digital Marketing Programs	Chapter 5 Quiz	15-Feb
6	2/19	Chapter 6: Developing and Maintaining Effective Online and Mobile Websites	Chapter 6 Quiz	22-Feb
7	2/26	Chapter 7: Search Engine Marketing	Chapter 7 Quiz	1-Mar
	3/5	Midterm Exam - No Class	Midterm Exam due Thursday 3/5 Chapters 1-7	5-Mar
SPRING BREAK				
8	3/12	Chapter 8: Paid Search and Social Advertising	Google Analytics Certification Due	15-Mar
9	3/19	Chapter 9: Social Media Marketing as a Cornerstone of Strategy	Chapter 8 Quiz Chapter 9 Quiz	22-Mar
10	3/26	Chapter 10: Display and Mobile Advertising for Customer Acquisition	Chapter 10 Quiz	29-Mar
11	4/2	Chapter 11: Email Marketing to Build Consumer and Business Relationships	Chapter 11 Quiz	5-Apr
12	4/9	Chapter 12: Content Marketing	Chapter 12 Quiz	12-Apr
13	4/16	Chapter 13: Demand Generation and Conversion in B2B Markets	Chapter 13 Quiz	19-Apr
14	4/23	Chapter 14: Customer Relationship Development and Retention Marketing	Chapter 14 Quiz	26-Apr
	4/30	Recap	Google Ads Search Certification Due	3-May
	5/7		Final Exam - Chapters 8-14	7-May

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Integrity

The University of North Texas sets high standards of honesty and integrity. I expect all students to commit to the Honor Code: “I commit myself to honor, integrity, and responsibility as a student representing the University of North Texas community. I understand and pledge to uphold academic integrity as set forth by [UNT Student Academic Integrity Policy, 06.003](https://policy.unt.edu/policy/06-003) (<https://policy.unt.edu/policy/06-003>). I affirm that the work I submit will always be my own, and the support I provide and receive will always be honorable.”

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

ADA accommodation statement

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodation at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the [Office of Disability Access](https://studentaffairs.unt.edu/office-disability-access) website (<https://studentaffairs.unt.edu/office-disability-access>). You may also contact ODA by phone at (940) 565-4323.