MKTG 3720.003
Digital Marketing Fundamentals

Spring 2026 – Syllabus
Version 1.0 [01/12/2026]

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1. Course Information

- **Course:** MKTG 3720 – Introduction to Digital Marketing
- **Semester:** Spring 2026
- **Credits:** 3
- **Day/Time: Mondays, 2:00 PM – 4:50 PM**
- **Classroom: BLB 155**
- **Modality:** Hybrid – mix of in-person meetings, synchronous Zoom sessions, and asynchronous online modules

Regular Class Meeting Dates (Mondays)

We meet every Monday, beginning Jan 12, Jan 26, through May 4, 2026 (both days included), except for the following holidays:

- Jan 19 — Martin Luther King Jr. Holiday

- Mar 9 — Spring Break

Instructor Information

- **Name:** Dr. Jhinuk Chowdhury

- **Department:** Marketing, G. Brint Ryan College of Business

- **Office:** BLB 358-L

- **Email:** jhinuk.chowdhury@unt.edu

    o ==**Please contact me only via _Canvas Inbox_**==. If you must email me using my _unt.edu_ account, _please see the next section for the necessary directions_.

- **Office Hours:** Standard office hours are available via Zoom or in BLB 358-L, by appointment. Please send a message via Canvas Inbox to schedule.

- **Learning Management System: Canvas**

    o All slides, readings, announcements, quizzes, and assignments will be posted on Canvas.

- **Communication Expectations**

    o I will primarily communicate with you via announcements on Canvas.

    o Please ensure that you have set up Canvas to automatically email/notify you (at your most frequently used email address) whenever I post an announcement.

    o Did you know you can also receive Canvas notifications via text message (SMS)? Please follow these directions to set that up: https://bit.ly/4iVWiES.

    o It would be best to seek answers to the most general questions through the General Q&A Forum in the Discussions section of Canvas. Either my TA or I will answer it, or one of your classmates will. That way, we can all benefit from the questions asked, and the answers will be available in a place that the whole class can see.

    o If you have a private question, please contact me via Canvas Inbox, and I will endeavor to respond as soon as possible, within 48 hours on weekdays.

    o While my preferred method of contact is via Canvas Inbox, if you need to email me directly for any reason (for instance, if Canvas is unavailable), you can reach me at my UNT email address: jhinuk.chowdhury@unt.edu.

- **If you must email me**, please ensure you begin the subject line with "[MKTG 3720]" — including the square brackets. That will ensure the message reaches a designated folder in my Inbox without getting lost in the deluge. Here is an example of a subject line of an email message:

  "*[MKTG 3720] – May I schedule a Zoom meeting, please?*"

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2. Course Description

Digital technologies have transformed how customers discover, evaluate, buy, and share products. This course offers a **managerial introduction** to digital marketing, covering its fundamentals, significance, and connections to core marketing principles.

We will explore:

- The changing digital landscape and "new rules" of marketing

- Digital consumers and customer journeys

- Websites, content marketing, and search (SEO and paid search)

- Social media, influencers, and user-generated content

- Email, CRM, and basic marketing automation

- Web analytics and simple experiments (A/B testing)

- AI, privacy, and ethics in digital marketing

The emphasis is on **concepts, real-world examples, and practical tools**, not on coding or advanced technical skills. The course is designed to be accessible to students with **weak or limited technical backgrounds**, including first-generation and non-traditional students.

You will also complete **industry-recognized certifications** that you can list on your résumé.

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3. Learning Outcomes

By the end of this course, you should be able to:

1. **Explain** how digital technologies and AI are reshaping the marketing environment.
2. **Describe** key stages in a digital customer journey and identify which digital channels (search, social, email, etc.) are most relevant at each stage.

3. **Evaluate** the effectiveness of a website and content strategy using simple, non-technical heuristics.

4. **Differentiate** between the primary digital marketing approaches: content marketing, SEO, paid search, social media, influencer marketing, email, and basic performance advertising.

5. **Interpret** basic web analytics reports (GA4-style dashboards) and articulate simple marketing recommendations in plain language.

6. **Identify** ethical, privacy, and regulatory issues in digital marketing and propose responsible practices to address them.

7. **Complete and reflect on** at least two recognized digital marketing certifications and connect what you learned there to this course.

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4. Course Materials

4.1 Optional Virtual Course / Textbook

This course does **not** require the purchase or rental of a traditional paper-based textbook. Instead, you have the option to subscribe to an **online "virtual course"** (which functions as a digital textbook) hosted on the *World Class Courses* website:

- **Platform:** World Class Courses – https://worldclasscourses.org/
- **Course title:** *Digital Marketing Fundamentals*
- **Direct link:** https://worldclasscourses.org/courses-archive-2/digital-marketing/

The virtual course features structured modules, explanations, and examples that closely align with the topics covered in class. Many former students have found it helpful for reviewing concepts and preparing for exams.

- The **retail price** of the virtual course is **$229**.
- During the **first two weeks of the semester**, you will receive a **discount code** via a Canvas announcement that reduces the price by **90%** (to roughly **$23**).
- The discount code will be valid only until **11:59 PM, Friday, January 23, 2026**. Please subscribe only if you are confident you will remain enrolled in the course and wish to use this resource.
- As an e-commerce purchase, **all sales are final and non-refundable**.

Important notes and disclaimer:

- I am the **author** of this virtual course and have used it to support instruction in the U.S. and abroad.

- Because of this, I will **not require** you to subscribe, and your **grade will not depend on whether you purchase it or not**.

- All graded material (exams, quizzes, assignments) will be based on **lectures and resources provided in Canvas at no additional cost**.

- You can succeed in this course without purchasing the virtual course.

- I **recommend** the virtual course as a structured, convenient way to review and practice the material, especially if you prefer a textbook-like experience.

4.2 Canvas Readings

A few key chapter readings and excerpts from my textbook materials will be made available at no cost on Canvas. These readings, along with lecture content, are all you need to complete the course successfully, whether or not you purchase the virtual course.

4.3 Certifications (Required – No Fees)

You must complete the following external digital marketing certifications during the semester:

1. **Analytics-related certification:**
   - o   Example:
     - ▪ Google Analytics 4 Certification (via Google Skillshop)

2. **Strategy/channel-related certification:**
   - o   Example options:
     - ▪ HubSpot Inbound Marketing Certification
     - ▪ HubSpot Content Marketing Certification
     - ▪ Google Ads Search Certification

All of these certification programs are **free of charge** for students when taken through the official provider platforms (Google Skillshop and HubSpot Academy). **You will not need to pay any fees** to complete the required certifications for this course.

For each certification, you will submit the following in Canvas:

- **Proof of completion** (certificate PDF, screenshot, or verification link), and

- A brief **reflection** (100–150 words) connecting the certification to the course.

Detailed instructions, suggested timelines, and links to the certification sites will be posted on Canvas.

4.4 Technology & Accounts

You will need:

- Reliable internet access
- Ability to join **Zoom** sessions (audio required; video encouraged but optional)
- Access to **Canvas** for slides, readings, quizzes, and assignments
- A Google account (for Google Skillshop)
- A free HubSpot Academy account (email-based signup)

- No programming, HTML, or other technical tools are required for this course.

Online work involves dealing with the inconveniences and frustrations when technology breaks down or performs unexpectedly. Contact the *Student Help Desk* for Canvas issues or other technical problems.

UNT Help Desk: UNT Student Help Desk site (https://aits.unt.edu/support)
Email: helpdesk@unt.edu
Phone: 940-565-2324
Walk-in: Sage Hall, Room 330
Standard Hours:
- Monday-Thursday: 8 AM – 9 PM
- Friday: 8 AM – 5 PM
- Saturday – Sunday: 11 AM – 3 PM

For additional support, visit Canvas Technical Help
(https://www.instructure.com/support/canvas-support-faq)

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5. Course Format & Expectations

- We meet **once a week on Mondays** for a 2-hour 50-minute block.
- Some weeks are **in-person** in BLB 155.
- Some weeks are **live on Zoom** (synchronous), with interactive polls, examples, and breakout discussions.

- Three Mondays are **asynchronous online modules** (no live meeting). On those days, you will watch short lectures and complete guided activities in Canvas.

You are expected to:

- Attend and engage in in-person and Zoom sessions when possible.
- Complete asynchronous modules and quizzes **by the posted deadlines**.
- Keep up with readings and certifications steadily.
- Participate respectfully and constructively in discussions and activities.

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6. Grading & Assessment

Grade components:

- **Exams** (4 × 15%) –   **60%**
    - o   Exam 1 – 15%
    - o   Exam 2 – 15%
    - o   Exam 3 – 15%
    - o   Exam 4 (Final) – 15%
- **Certifications** (4 × 5%) –   **20%**
- **Online Assignments** (5) –   **20%**

Total: **100%**

The instructor reserves the right to make minor adjustments to this breakdown with reasonable notice if necessary to enhance the course. The number and timing of exams are not expected to change.

Letter Grades

The LETTER GRADE assignment, based on the *overall score*, will be as follows:

90% and above	A
80% - 89.99%	B
70% - 79.99%	C
60% - 69.99%	D
Less than 60%	F

Scaled points (final averages) will not be rounded up; letter grades are assigned strictly based on the ranges above.

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

6.1 Exams

There will be **four equally weighted exams** given on the following dates (all Mondays):

- **Exam 1:** Feb 9
- **Exam 2:** Mar 16
- **Exam 3:** Apr 13
- **Exam 4 (Final):** May 4

- Format: primarily multiple-choice and scenario-based questions, possibly with a few short-answer items.
- On exam days, once you have finished the exam, you **may leave**; no additional lecture is scheduled after the exam.

6.2 Certifications

For each required certification:

- Complete the external course and exam by the deadlines announced in class and on Canvas.
- Submit in Canvas:
  - **Proof of completion**, and
  - A short **reflection** (150–200 words) responding to prompts (e.g., key takeaways and how they connect to the course).

Certification grades are based on completion and quality of reflection, not on the numeric score reported by Google or HubSpot.

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7. Engagement & Attendance Bonus

Regular engagement makes a **big difference** in your learning and exam performance. Rather than penalizing absences, this course uses a **positive attendance/engagement bonus**:

- For each scheduled class meeting you attend (in person or live on Zoom), you earn **attendance points**.

- At the end of the semester, if you have attended at least **60%** of class meetings, you will receive a **bonus added to your final course average** (out of 100):

  - **100% attendance:** approximately **+2 points**

  - **Between 60% and 100% attendance:** a **prorated bonus**
    - Example: 80% attendance → about **+1.6 points**

  - **Below 60% attendance:** no attendance bonus

This bonus is my way of recognizing the time and effort you invest by consistently showing up.

Zoom Webcam Encouragement

During live Zoom sessions, I encourage you to turn on your webcam when you are comfortable doing so. Seeing faces helps build a sense of community and makes discussion easier.

- If you attend a Zoom session **with your webcam on for most of the class**, you will receive a **slightly higher attendance weight** for that day (for example, **1.25 points instead of 1**). Over the semester, this can result in a **slight increase** in your total engagement bonus (e.g., from ~2.0 points to around 2.1–2.2 for perfect attendance).

- If you are **not able or comfortable** turning your camera on (for reasons such as bandwidth, privacy, disability, caregiving responsibilities, or other significant circumstances), you can still earn full attendance credit — and, where appropriate, the higher engagement weight — by **actively participating through audio and/or chat**, or by contacting me so we can agree on an alternative way to demonstrate engagement.

Notes:

- This bonus is **purely additive**. Missing class or keeping your camera off does **not** deduct points; it simply reduces or eliminates the bonus.

- The webcam-related bump is intentionally small. It is a nudge to encourage a more connected Zoom experience, not a requirement.

- In rare cases where consistent attendance or camera use is not possible for documented reasons, **equivalent alternative engagement activities** may be arranged with the instructor.

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8. Attendance & Participation (General)

- Attendance is **strongly encouraged** for all in-person and Zoom sessions.

- Participation in live discussions, polls, and activities supports your learning and contributes to your attendance/engagement bonus.

- Attendance is recorded at each class meeting for the purpose of calculating the engagement bonus and to fulfill university reporting requirements. However, absences are **not directly penalized** beyond the effect on the bonus.

If you must miss class, you are responsible for:

- Checking Canvas for slides, announcements, and any posted recordings
- Staying current on quizzes, assignments, and certification progress.

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9. Assignment Submission & Late Work Policy

9.1 Where to Submit

- **All assignments must be submitted through Canvas** or through another online tool explicitly specified in the assignment instructions.

- Under no circumstances will an assignment be considered for a grade if you do **not** submit it through the designated method.

Attempts to submit work via:

- Email,
- Email attachments,
- Canvas Inbox messages, or
- Hard copies

will **not** be accepted or graded.

9.2 Late Submission Policy (for assignments that allow lateness)

Some (but not all) assignments may remain open for submission after the original deadline. For those assignments:

- Canvas will automatically deduct **10% of the assignment grade for each calendar day** that the submission is late.

- The late penalty is **capped at 40% of the assignment grade**.
  - o In other words, as long as you submit before the drop-dead cutoff date, you can still earn up to **40%** of the possible points.
  - o Example: An assignment worth 20 points, submitted very late, can still earn up to 8 points (40%) if the work quality justifies it.

This policy is **automatic and consistent**. Canvas applies the penalty; it is not negotiable on a case-by-case basis.

There is a **final cutoff** for all late submissions:

- No assignment submissions will be accepted after **11:59 PM, Friday, May 1, 2026**.
- After this date/time, any missing assignments will remain a zero in the gradebook.

This late policy applies to **homework/reflections and other graded assignments that explicitly allow late submission**.

9.3 Exceptions: Quizzes, Exams, and Certain Time-Sensitive Work

- **Exams** (Exam 1–4) cannot be taken late except in cases of documented, legitimate reasons (such as serious illness, family emergency, or university-sponsored activity). They must be arranged with the instructor **as soon as reasonably possible**.
- Some in-class or time-sensitive assignments may clearly state "**No late submissions accepted**." In those cases, the late policy above does not apply.

Always read the assignment instructions in Canvas carefully.

9.4 Plagiarism Detection (Turnitin and Similar Tools)

Please be advised that **all written (essay-format) submissions** may be:

- Submitted through Turnitin or similar plagiarism-detection tools, or
- Automatically scanned via Canvas integrations.

These tools compare your work against online sources and existing papers. Submitting work that is not your own or that is improperly cited may be considered academic misconduct and handled under the university's academic integrity policies.

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10. Academic Integrity

In this course, academic integrity includes (but is not limited to):

- Completing exams independently and honestly.
- Not sharing exam or quiz questions or answers with others.
- Not fabricating certification evidence or reflections.

The Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to professional and legal standards. Academic dishonesty undermines trust, tarnishes the reputation and value of the degree, and is unacceptable.

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 academic penalties or sanctions ranging from admonition to expulsion from the University.

Specific examples of academic integrity violations include cheating, plagiarism, and providing inappropriate assistance on examinations, homework, research papers, and case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course professor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable for known academic integrity violations in a group assignment.

Another example of academic dishonesty is failing to properly attribute sources. You must quote or footnote all outside sources used when preparing your assignments. Copying or using material from any source prepared or previously submitted by others at UNT or other institutions or downloaded from the Internet is plagiarism. Unless directed otherwise in an assignment, large-scale "cutting and pasting" from different sources, even if properly footnoted, is also considered plagiarism. You should synthesize this material in your own words and provide a footnote.

Your professor will specify what materials, if any, may be used on the tests and exams. Using materials other than those permitted, discussing the exam with other individuals, exchanging information about an exam when one has taken it and the other has not, or copying or using material from another individual's exam constitutes academic dishonesty. It will result in an academic referral or penalty. The use of online assistance, group chats, cell phones, smartwatches, smart eyeglasses, and similar tools during exams is strictly prohibited for any reason, unless expressly permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. They are responsible for responding to an academic dishonesty report issued by an instructor or other University official. If a student fails to respond after a proper notification attempt, the University may take appropriate academic action in the student's absence.

Use of AI Tools

Generative AI tools (such as ChatGPT and others) may help **brainstorm ideas or practice explanations** for some assignments. Unless an assignment explicitly forbids it:

- You **may** use AI tools to **generate ideas, outlines, or first drafts** for specific homework or reflections.
- You **must**:
    - Review and edit the output carefully,
    - Ensure the work you submit is accurate, in your own voice, and consistent with assignment instructions, and
    - Take full responsibility for any errors or misrepresentations.

You **may not** use AI tools to:

- Complete **exams or quizzes**, or
- Fabricate certification proofs or any falsified materials.

Any violations will be handled in accordance with the university's academic integrity procedures.

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11. Accessibility & Accommodations

The Ryan College of Business complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. Students seeking accommodation must register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to the faculty, initiating a private discussion regarding the student's specific course needs. If you have an established disability as defined in the Act and would like to request accommodation, please see me *as soon as possible*. Please note that university policy requires students to notify their instructor within the first week of class if they need an accommodation. Please do not hesitate to contact me now or in the future if you have a

question or if I can be of assistance. For additional information, see the ODA website (https://disability.unt.edu/).

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12. Technology & Classroom Etiquette

- Please bring a device (laptop, tablet, or phone) when possible for in-class polls and activities.

- During in-person classes, minimize distractions (for example, limit unrelated browsing or social media use).

- During Zoom sessions:
    - Join on time when possible.
    - Keep your microphone muted when not speaking.
    - Video is welcome but not required; you may choose your level of comfort.
    - Use chat and discussion tools respectfully.

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13. Extra Help

- PLEASE DO NOT WAIT UNTIL THE LAST MINUTE — contact me as soon as possible if you need help with this class. If you did not do as well as expected *in your first exam*, please discuss this with me ASAP. Turning your performance around as the semester progresses will become progressively more difficult and likely impossible after the midpoint of the semester.

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14. Extra Credit

THERE ARE NO ADDITIONAL EXTRA CREDIT ASSIGNMENTS.

- Other than the built-in attendance/engagement bonus described in *Section 7*, no extra credit assignments, make-up work, or special projects will be offered on an individual basis.

15. Tentative Course Schedule

All dates are **Mondays**. "Modality" indicates whether the meeting is in person (BLB 155), live on Zoom, or asynchronous online (no live class).

Key:

- **IP** = In Person (BLB 155)
- **Z** = Zoom (live synchronous)
- **ASYN** = Asynchronous (Canvas online module)

Date	Modality	Topic / Activity	Major Assessments / Notes
Jan 12	IP	Course intro; Backdrop of Digital Marketing	HW 1 (Digital Diary) assigned
Jan 19	—	**No class (University holiday)**	
Jan 26	IP	New Rules of the *E-conomy*; AI intro	Quiz 1 opens; HW 1 due later in the week
Feb 2	IP	Digital consumers & journeys; basic digital business models	Online module; Quiz 2 (within module)
Feb 9	IP	**EXAM 1 (Weeks 1–3 content)**	Dismiss after the exam
Feb 16	ASYN	TBA	
Feb 23	IP	Websites as hubs; basic UX and page evaluation	HW 2 (Website Checklist) assigned
Mar 2	Z	Content marketing & intro SEO ("Let Your Garden Grow")	Content idea activity; Quiz 3 opens after class, and is due by 11:59 PM, Mar 8.
Mar 9	—	**No class (Spring Break)**	
Mar 16	IP	**EXAM 2** (Websites, Content/SEO, Social)	Dismiss after the exam
Mar 23	Z	Influencers, UGC, and the creator economy	Short discussion post; Cert 1 suggested completion window
Mar 30	IP	Email, CRM, and lifecycle marketing	HW 3 (Email Flow) assigned; Quiz 4 opens after class
Apr 6	ASYN	Analytics & GA4-style dashboards (interpreting reports)	Online module; HW 4 (Analytics Memo); Quiz 4 due
Apr 13	IP	**EXAM 3** (Influencers, Email/CRM, Analytics)	Dismiss after the exam
Apr 20	Z	Experiments & A/B testing (don't guess—test)	A/B test mini-assignment.
Apr 27	IP	Privacy, ethics & the future of digital marketing	In-class review game; Quiz 5 opens after class and is due 11:59 PM, May 3.
May 4	IP	**EXAM 4 (Final)** – Experiments, Ethics & future of DM; cumulative	Dismiss after exam; Cert 2 deadline before this date.

This schedule is tentative and subject to minor changes. Any updates will be announced in class and on Canvas.

16. UNT Policies

The university requires me to pass along to you a litany of contractual information, some of which you may find important, some of which you may not. I have placed this information on a Google Doc (https://bit.ly/3WGLLni). I suggest you refer to it as necessary.

17. Finally

I work hard to make this course both enjoyable and valuable. I know students face many different pressures, so I aim to keep the course straightforward, easy to follow, clear, and engaging. If you have any constructive suggestions about the course or my teaching style, please share them with me in person or anonymously. Your feedback is always appreciated.

~ Welcome to Digital Marketing ~