



2025 Fall

Digital Marketing

MKTG 3720.004 (14394)

Mon, Wed 3:00 PM – 4:20 PM / WH 317

Syllabus Version: 1.0 (08-14-2025) — The most updated syllabus version will be on *Canvas*.

Important Notice:

The instructor reserves the right to change any aspect of the course, syllabus, schedule, and evaluation criteria at his sole discretion. Enrolling in this course constitutes understanding and accepting the policies listed in this document.

Course Description

From the course catalog: “Students are expected to garner an appreciation for the role of e-commerce for creating competitive advantage in the global marketplace. Course reviews models and strategies pertinent to Internet marketing, including market segmentation, marketing mix strategies, and customer relationship management.”

Course Prerequisites or Other Restrictions

MKTG 3650 is a prerequisite for this course.

Instructor Contact

Name: Dr. Jhinuk Chowdhury
Pronouns: he/him/his

Office Location: BLB 358-L

Office Hours: Zoom or in person, by appointment.

If you prefer a Zoom meeting, please send me a *Canvas Inbox* message to schedule one. I will then reply with the Zoom link.

Office Phone: 940.565.2135

Email: **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.

Communication Expectations

I will primarily communicate with you via **Announcements** on Canvas.

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. If you need help, here are links to resources that may be helpful:

- [Android devices](https://bit.ly/3DE8F7K) (https://bit.ly/3DE8F7K)
- [iOS devices](https://bit.ly/4h4gt0Z) (https://bit.ly/4h4gt0Z)

You can also receive Canvas notifications via text message (SMS). Please follow [these directions](https://j.mp/3iExhjV) to set it up. (https://j.mp/3iExhjV)

The preceding paragraph contains critical advice. 

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.

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.

While my *strong* preference is that you contact me only via *Canvas Inbox*, **if you need to email me directly** for any reason (for instance, if Canvas is down), 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. Doing so will ensure the message goes into a

designated folder in my Inbox and does not get lost in the deluge. Here is an example of a subject line of an email message:

"[MKTG 3720] – May I schedule a time to chat with you over Zoom, please?"

Course Structure

This course will include face-to-face *and* online classes (via Zoom). Up to 49% of the instruction may be delivered online. I will announce Zoom video meetings at least 24 hours in advance if I schedule them. Such Zoom meetings will be recorded and made available for viewing later.

I will open the Canvas modules sequentially, one at a time.

Course Materials

This course does not require buying or renting a traditional paper-based textbook. Instead, I strongly urge you to *subscribe* to a "virtual book" (also known as an *online course*) available on the [World Class Courses](https://worldclasscourses.org/) website (<https://worldclasscourses.org/>). The relevant online course on that website is [Digital Marketing \[3720\]](https://worldclasscourses.org/courses-archive-2/digital-marketing/) (<https://worldclasscourses.org/courses-archive-2/digital-marketing/>).

The retail price of the online course is \$229. But I will give you a discount code that will *significantly* reduce the cost of the virtual textbook. However, please note that ***the code will only be valid through 11:59 PM, Friday, August 29, 2025***. I will make the discount code available to you via an announcement on Canvas. Please subscribe to this online course *only if you are sure you will continue your enrollment* in this course. As an e-commerce purchase, *all sales are final and non-refundable*.

Disclaimer: I — your instructor — am the author of this course. I have used this course to teach students in educational institutions in the US and overseas. Because I am the author, I will not *require* you to subscribe. But I urge you to adopt it because it will be incredibly helpful. (See mentions of this online book on *RateMyProfessors.com*.) It would have been perfect if I could have made this available to you at no cost. However, the platform costs and intellectual property agreements concerning the book's content preclude me from doing so.

Course Technology & Skills

The minimum technology requirements for this course:

- Computer
- Reliable internet access
- Speakers
- Microphone

- Webcam
- Plug-ins
- Microsoft Office Suite

Computer Skills & Digital Literacy

The course-specific technical skills learners must have to succeed in the course include:

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

Technical Assistance

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, contact the Student Help Desk.

UNT Help Desk: [UNT Student Help Desk site](https://aits.unt.edu/support) (https://aits.unt.edu/support)

Email: helpdesk@unt.edu

Phone: 940-565-2324

Walk-in: Sage Hall, Room 130

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) (https://www.instructure.com/support/canvas-support-faq)

Teaching Philosophy

My teaching philosophy involves providing students with resources that inspire them to learn independently. Students motivated to acquire knowledge continue to thrive even after college. I work hard to promote student self-motivation by allowing them to explore areas of interest within the curriculum.

Instructor Responsibilities and Feedback

My responsibilities as an instructor include the following:

- helping you grow and learn
- providing clear instructions for projects and assessments

- answering questions about assigned materials
- identifying additional resources as necessary
- providing grading rubrics
- reviewing and updating course content

Rules of Engagement

Rules of engagement refer to how students are expected to interact with each other and their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes abusive and derogatory language based on 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 respectfully in any communication, even when their opinions differ.
- 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. Most people interpret that as "YELLING!"
- Be cautious when using humor or sarcasm in emails or discussion posts, as tone can be challenging to interpret digitally.
- Avoid using "text-talk" unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Remember that online posts can be permanent. So, think before you type.

Course Grading

Your overall semester grade will include evaluations of your performance in the following three areas:

- **Exams** (delivered through Canvas/Respondus LockDown browser) — 65% of the overall grade
- **Assignments** (short quizzes, essays, and discussions) — 35% of the overall grade

The final course grade will be determined using the following formula:

$$\text{OVERALL} = [\text{EXAMS} * 0.65] + [\text{ASSIGN} * 0.35]$$

Legend:

EXAMS refer to the average score on all exams, each scaled to 100 points.

ASSIGN refers to the cumulative score obtained on all assignments, scaled to 100 points.

Letter Grades

The LETTER GRADE assignment, based on the *OVERALL* score, will be as per the following scheme:

90% and above A

80% - 89.99% B

70% - 79.99% C

60% - 69.99% D

Less than 60% F

Scaled points will NOT be rounded up; the grades will be determined precisely by the above ranges.

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 Policies

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) (<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, or 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.

Attendance Policy

Please follow the course proceedings published in the Canvas *Modules* section. Your presence in the live meetings (in class and via Zoom) and your continued participation in discussions, quizzes, and exams will constitute attendance.

Attendance is necessary. Lectures, videos, and class discussions will contain vital information needed to do well on the exams. Tardiness: If you arrive late, please enter quietly and sit down. Do not walk in front of speakers or disrupt the class in any other way. You must reach the classroom before the instructor or the teaching assistant has collected attendance to receive attendance credit for that day. No exceptions! If you need to leave early, please inform your instructor in advance. Visit the [University of North Texas' Attendance Policy](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>) to learn more.

I do not penalize absences. However, years of grade data from my classes show that performance *strongly* correlates with attendance. Second, while I do not deduct points for absences, I use an incentive scheme for class attendance (which could contribute up to 2% of the total points at the end of the semester). I will elaborate on this matter in class.

Class Materials for Remote Instruction

You should read this valuable information on [how to succeed in a remote learning environment](https://online.unt.edu/learn) as soon as possible (<https://online.unt.edu/learn>).

Class Participation

Please participate enthusiastically in the *Discussions* section of Canvas. The peers you meet in class—physically and remotely—are a subset of students with similar ideas and interests. There is much to be learned from each other's perspectives, and you should not waste that opportunity.

Late Work

UNT instructors have the prerogative to accept or not accept late work. Please see the **policy for late submissions** under the *Examination Policy* and the *Assignment Policy* sections below.

Examination Policy

Exams will cover recorded class lectures, lessons, handouts, readings, class exercises, videos, discussions, and guest lectures (if there are any) that we cover in the course till the day of the exam.

I will deliver the exams via *Canvas* and *LockDown browser*. [At this time, I do not intend to use the *LockDown Monitor* (webcam). However, departmental stipulations might require me to revise this policy. I will let you know if this changes.]

You will be required to take the exams in the classroom on DELL laptops (Windows OS) provided by the Ryan College of Business, NOT on your personal computer.

If you cannot take the test in the classroom for any reason (including illness and isolation) and have been approved by the instructor to take it online, you will have *a different set of test parameters* than those administered in class. Those parameters include a *reduced time limit* and *no backtracking opportunities* in tests with multiple-choice questions. You may be given a different test than the one administered in class. Also, you will be required to take the test during a time slot different from the one set up for the students in the classroom.

Missed Exams:

You cannot miss a test because of travel, social commitments, pre-planned vacations, etc. Your enrollment in this course implies your consent to adhere firmly to the course's requirements, including the testing schedule.

The consequence of a missed test is a score of zero for that exam.

You can make up a missed exam provided you have a documented [university-excused absence](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>). If you know you will miss an exam in advance, you **MUST** contact your instructor *before* the scheduled exam. A student can take a make-up exam in extremely rare cases, with a penalty of 15% of the grade in the exam. The administration of such make-up exams is solely at the instructor's discretion. Make-up exams may not contain the same questions as the regular exam; they may have a different format. Your instructor will schedule a make-up exam within three days of the original exam date. No more than one alternative timeslot will be offered (depending on what is convenient for the instructor and the teaching assistant). There will be no backtracking opportunities for exams containing multiple-choice questions, the total time available will be reduced, and a LockDown Monitor requirement (webcam proctoring) will be enforced.

There will be no additional opportunities if the student does not take the exam within the alternative time slot offered. Finally, without a documented university-excused absence or a waiver from the Office of the Dean of Students, there will be a 15% deduction for taking an exam late.

Assignment Policy

Assignments may include quizzes, short essays, and discussion items, and will be distributed throughout the semester. Please endeavor to complete and submit each task well before the deadline.

Please note:

- Under no circumstances will an assignment be considered for a grade if you do not submit it through Canvas (or whatever medium I designate in the detailed description of the assignment). ***Attempted submissions via an email message, an attachment to an email message, a Canvas Inbox message, or a hard copy will NOT be entertained.***
- You may be permitted to submit some (but not all) assignments after the original deadline. However, for submissions after the expiration of the deadline (where it is allowed), Canvas will automatically deduct 10% of the grade for each day you are late. This policy is immutable. **All assignments will close at 11:59 PM, November 21, 2025.** There will be no opportunities for late submission after that deadline.
- Please be advised that written (essay-format) submissions will be scanned by (or submitted via) *TurnItIn* and other plagiarism and AI detection utilities.

The University is committed to providing all users with a reliable online course system. However, if an unexpected server outage or any unusual technical difficulty prevents students from completing a time-sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor, contact the UNT Student Help Desk at helpdesk@unt.edu or 940.565.2324. ***Please remember to obtain a ticket number.***

Extra Help

PLEASE DO NOT WAIT UNTIL THE LAST MINUTE. If you have trouble with this class, please contact me immediately. If you have not done as well as expected *in your first exam*, please discuss this with me ASAP. Turning around your performance will become prohibitively challenging as the semester progresses.

Extra Credit

There is none.

Syllabus Change Policy

While I strongly desire to adhere to the syllabus, exigent circumstances may require me to change its contents and timelines. In such cases, I reserve the right to make any changes I deem fit. Whenever I make a change, I will communicate it to you via announcements on Canvas.

ADA Policy

The College of Business Administration 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 to begin 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 an accommodation, please see me *as soon as possible*. Please note: **University policy requires that students notify their instructor within the first week of class that an accommodation will be needed.** Please do not hesitate to contact me now or in the future if you have questions or if I can help. For additional information, see the ODA website (<https://disability.unt.edu/>).

Academic Integrity Policy

The G. Brint 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 destroys trust, damages the degree's reputation and value, 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.

Some specific examples of academic integrity violations include cheating, plagiarism, or 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 improper attribution. 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 other 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, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual's exam is academic dishonesty. It will result in an academic referral or penalty. The use of online assistance, group chat, cell phones, smartwatches, and similar tools during exams is not allowed 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.

UNT Policies

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

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 ~