



University of North Texas, Frisco Landing

MKTG 3720.501 - Digital Marketing Fundamentals, Fall 2026

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Office Hours: Email to schedule appointment
Teaching Assistant: Mia Nguyen
Class Meeting: Wednesdays, 6:30-9:20 p.m.
Location: UNT Frisco Campus, FRLD 280
Modality: In-Person
Version: 1.3, 8.15.26

Welcome

Welcome to Digital Marketing Fundamentals! This semester, we are going to explore how brands connect with customers, build attention, tell their stories, and turn ideas into action in the digital world. Come ready to participate, ask questions, share ideas, experiment, and challenge yourself. My goal is to create a supportive and engaging classroom where you feel comfortable learning, trying new things, and applying what you learn to real-world situations. By the end of the course, I hope you leave with practical digital marketing experience, stronger confidence, and skills you can carry into your academic, professional, and entrepreneurial future. I am excited to see what you create this semester!

Course Description

Digital Marketing Fundamentals (MKTG 3720) introduces students to digital marketing and how organizations use technology to connect with customers, strengthen their brand, and compete effectively. Students will explore websites, mobile technology, digital advertising, social media, and emerging tools while applying digital marketing concepts to real-world situations. The course also examines how digital strategies work together to reach audiences, build relationships, and support broader marketing goals.

Prerequisite

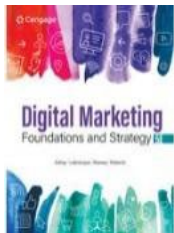
MKTG 3650 or MKTG 3651

Course Objectives

By the end of this course, students will:

1. Identify and explain key digital marketing tools, platforms, and strategies used in today's marketplace.
2. Plan, develop, implement, and evaluate digital marketing campaigns based on specific goals and target audiences.
3. Apply digital marketing tools and applications to real-world marketing situations.
4. Develop digital marketing strategies that support organizational goals and customer needs.
5. Analyze digital marketing results and use basic performance data to make informed marketing decisions.
6. Apply digital marketing concepts in professional and entrepreneurial settings.

Required Materials



Zahay, D. L., Labrecque, L., Reavey, B., & Roberts, M. L. (2024). Digital Marketing: Foundations and Strategy, 5th Edition. Cengage. ISBN: 9780357720783.

MindTap + eBook access is required for this course. MindTap provides access to the Digital Marketing: Foundations and Strategy, 5th Edition eTextbook, along with assigned chapter activities and case studies. Please use the MindTap version associated with this course. MindTap instant-access ISBN: 9780357907757.

Cengage course information: <https://www.cengage.com/c/digital-marketing-foundations-and-strategy-5e-zahay-labrecque-reavey-roberts/9780357720738/>

Canvas/MindTap setup instructions: <https://startstrong.cengage.com/mindtap-canvas-ia-no/>

How to Access and Use MindTap

1. Open this course in Canvas and use the Cengage/MindTap link provided in the course. Launching MindTap through Canvas helps connect your Cengage account to the correct course.
2. Sign in to your existing Cengage account or create one when prompted. Follow the purchase or access-code instructions if access has not already been provided.

3. Complete the assigned chapter activities and case studies in MindTap by the deadlines shown in Canvas and/or MindTap.
4. The first student to email me one brand they believe uses digital marketing especially well, with the subject line "I Read the Syllabus," will receive 2 extra-credit points.
5. MindTap scores may sync to Canvas, but you are responsible for confirming that your work shows as completed and that the grade appears correctly.
6. If you have a Cengage access or registration problem, use Cengage Support before the deadline. Do not wait until an assignment is due.

Technology Requirements

- Reliable computer with internet access, with webcam and microphone
- UNT email account and Canvas
- Cengage MindTap
- Respondus LockDown Browser
- Microsoft Office 365: <https://outlook.office.com/>
- Google Docs/Google Drive: <https://docs.google.com/>
- ZOOM App: <https://zoom.us/>
- Adobe Reader: <https://get.adobe.com/reader/>
- Web Browser such as: Google Chrome or Mozilla Firefox

Computer Skills & Digital Literacy

- Using Canvas and UNT email with attachments
- Downloading and installing required software
- Using spreadsheets, presentations, and basic graphics tools
- Uploading PDFs, screenshots, and completion documentation
- Navigating MindTap, Google Skillshop, and other course platforms

Respondus LockDown Browser & Monitor

Some quizzes and the exam will require Respondus LockDown Browser. Respondus Monitor and a webcam may also be required when specifically stated in Canvas. LockDown Browser restricts access to other websites, applications, printing, copying, and other computer functions while an assessment is in progress.

1. Install LockDown Browser before the first assessment that requires it. Use the Respondus/LockDown Browser link provided through Canvas.
2. Before an assessment, close other applications, confirm your internet connection, and make sure your laptop and webcam are working.
3. When Respondus Monitor is required, complete the startup sequence and webcam check. Remain visible to the camera for the full assessment.
4. Phones, smartwatches, tablets, notes, websites, and other unauthorized materials or devices may not be used during a closed-book assessment.
5. Complete the practice or system check in advance when one is provided. Technical problems discovered at the deadline will not normally qualify for an extension.

Respondus student guidance: [LockDown Browser Student Experience](#)

Technical Assistance

A technology-supported learning environment sometimes comes with technical issues. If you experience problems with classroom technology, Canvas, or other course-related technology at UNT Frisco, support is available through the Frisco Technology Help Desk.

UNT Frisco Technology Help Desk

Email: UNTFriscoHelpdesk@unt.edu

Phone: 972-668-8111

Location: Frisco Landing Welcome Desk, 12995 Preston Rd., Frisco, TX 75033

UNT at Frisco Main Phone: 972-668-8111

General UNT Frisco Email: untfrisco@unt.edu

Because technology issues do happen, please do not wait until an assignment, quiz, or project deadline to address a technical problem. If you need assistance, contact the Frisco Technology Help Desk as soon as possible so there is time to resolve the issue. **I will not be able to help you with technology issues.**

Teaching Philosophy

My teaching philosophy is centered on creating an engaging, supportive, and practical learning environment. I believe students learn and retain information in different ways, so I use discussion, collaboration, visual learning, and hands-on application to help them connect with the material. My goal is to help students become curious, creative, adaptable, and confident thinkers. I use real-world examples and practical activities to show how marketing concepts apply beyond the classroom. Most importantly, I believe learning should be meaningful, useful, and fun. I want students to leave the course with stronger knowledge, greater confidence, and a desire to keep learning.

How to Succeed in This Course

1. **Keep a learner's mindset.** New concepts become more useful when you apply them in class discussions, MindTap activities, certifications, and course assignments.
2. **Challenge yourself and ask questions.** If something is unclear, speak up. Use class time, email, and scheduled appointments to ask for help before a small question becomes a bigger problem.
3. **Stay on schedule.** Monitor Canvas, UNT email, MindTap, and course deadlines regularly. Treat deadlines and preparation the same way you would in a professional workplace.
4. **Take ownership of your learning.** Use the resources available to you. UNT students have access to professional-development resources such as LinkedIn Learning and Coursera through UNT, in addition to academic and career support services.

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with one another and with the instructor in both in-person and online settings. These expectations are intended to support a respectful, professional, and productive learning environment:

- Think of our classroom as a professional business environment. The same expectations you would encounter in the workplace apply here. Come prepared, be on time, communicate professionally, participate appropriately, and treat your instructor and classmates with courtesy and respect.
- Professional communication matters. Whether in class, email, Canvas, or group work, communicate in a way that reflects how you want to represent yourself professionally.
- Write in complete sentences and utilize proper punctuation, spelling, grammar, capitalization, usage, etc., avoid using "text-talk" unless explicitly permitted by your instructor.
- Email messages should include a professional subject line and be sent from your UNT-assigned email account. Messages from unknown or questionable accounts may be deleted without being opened due to security concerns.
- You are encouraged to express your ideas and perspectives openly, but all communication must remain respectful and professional. Cruel, insulting, or derogatory language based on any characteristic protected by federal or state law will not be tolerated.
- We will not always agree, and that is okay. Different perspectives are part of learning. Speak from your own experience, use "I" statements, listen respectfully, and avoid speaking for others.
- Challenge ideas, not people. Use critical thinking, ask questions, and explain your reasoning without making disagreements personal.
- **Cell phone use during class is not acceptable.** Phones should be silenced or turned off and put away before class begins. Being fully present is part of professional behavior and participation. If an emergency requires you to keep your phone accessible, please speak with me in advance.
- The first student to email me a picture of Lucky the Squirrel with the subject line "Lucky Found" will receive 2 extra-credit points.
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Proofread and fact-check your sources, do not rely on AI as it is often wrong.
- Be mindful that anything you post or share online may become part of your permanent digital footprint. Once posted, it may remain accessible indefinitely. Think before you post, communicate respectfully, and make sure your online presence reflects the professionalism you want associated with you.
- Please also review the [UNT Code of Student Conduct](#) for additional guidance on student behavior and responsibilities.

Acceptable Student Behavior

Student behavior that disrupts the learning environment, interferes with instruction, or limits others' ability to participate is not acceptable. Students are expected to conduct themselves respectfully and professionally at all times. Disruptive behavior will result in removal from class and referral to the UNT Dean of Students under the [Code of Student Conduct](#). These expectations apply to all course-related settings and activities.

Grading Components

The final course grade is based on the total points earned from the exam, quizzes, final project, assignments, research participation, and class participation throughout the semester. This course uses a 1000-point grading system. **Attendance is mandatory and will be taken at each class meeting unless otherwise noted.** Because the course includes discussion, hands-on activities, MindTap

work, certifications, group work, and applied digital marketing activities, regular preparation and active participation are important to your success.

Due Dates

All due dates are listed in Canvas. Unless otherwise noted, assignments are due by 11:59 p.m. Central Time on the assigned due date. Canvas, MindTap, and certification deadlines are firm. If a due date changes, the update will be posted in Canvas. *Do not wait until the final day to begin or submit work.* Any problems (**technological or otherwise**) on the last exam/quiz day will not be accepted as an excuse to reopen the exam/quiz. *The first student to email me the name of one digital marketing tool or platform they are interested in learning more about, with the subject line "Digital Detective," will receive 2 extra-credit points.*

Exam - 150 points

The course has one (1) required exam. The exam will assess your understanding of the terminology and concepts covered in the course.

Quizzes - 100 points

The course includes four (4) 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 - 325 points

The Final Project will consist of two parts, Part I and Part II, and will give students the opportunity to apply course concepts by developing a digital marketing strategy for a business, brand, product, service, or entrepreneurial concept. Part I will establish the foundation of the strategy, while Part II will build on that work through campaign development, digital channel recommendations, and a final presentation or submission. Part II will be assessed in part on the work completed in Part I. Detailed instructions, expectations, and grading rubrics for each part will be provided in Canvas and discussed in class according to the course schedule.

In-class Group Activity – 100 points

Students will work in small groups and receive a startup or entrepreneurial concept. Acting as the digital marketing team, each group will develop a strategy to help the business stand out and compete for attention in an Innovate UNT Pitch Competition (iUNT).

Professional Certifications - 150 points

Assignments will include three professional Google Skillshop certifications. These certifications are especially beneficial for students interested in pursuing digital marketing as a career because they provide additional training in widely used digital marketing tools and practices. They also demonstrate initiative and applied knowledge beyond the classroom and make a strong addition to a résumé or CV when applying for internships, entry-level positions, or other professional opportunities in digital marketing.

Cengage MindTap In-class Activities – 75 points

The course has three (3) MindTap activities that will be assigned throughout the semester to reinforce course concepts and provide additional opportunities to apply what you are learning. Specific activities, instructions, and due dates will be provided in Canvas and discussed in class.

Research Participation - 50 points

Research participation through the RCoB Research Experience Program (SONA) is worth a total of 10 course points when completed completely. Additional details are provided later in the syllabus.

Attendance/Course Participation - 50 points

Students are expected to attend class regularly and follow the course attendance policy. Because much of the learning in this course will take place through discussion, collaboration, and in-class activities, students are also expected to come prepared, participate actively, and contribute to class conversations throughout the semester.

Category	Item	Points
Exam	1 Exam	150
Quizzes	4 Quizzes (25 pts each)	100
Final Project	Part 1: 150 pts/ Part 2: 175 pts	325
In-class Group Activity	Marketing Pitch Challenge	100
Professional Certifications – Google Skillshop	Google Analytics	50
	AI-Powered Shopping Ads	50
	Google Ads Display	50
Cengage MindTap in-class activities	3 Activities (25 pts each)	75
**Research Experience Program Assignment	SONA - 10 REP credits	50
Attendance & Participation	Attendance, preparation, engagement, professionalism	50
	TOTAL	1000

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

Grading Scale

A: 900-1,000 points | B: 800-899 points | C: 700-799 points | D: 600-699 points | F: < 600 points

Extra-credit points are added after regular course points are calculated and do not increase the 1,000-point course maximum.

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 must be submitted as a .pdf file through Canvas. Please refer to the course schedule for the start dates, due dates, and requirements for each assignment and course activity. Unless otherwise noted, all assignments are due by 11:59 p.m. on the assigned due date. Late submissions will be subject to the course late-work policy.

MindTap Assignments (75 Points)

MindTap is a required part of the course. Students will complete 12 chapter activities worth 10 points each and three case studies worth 10 points each. These assignments are designed to reinforce the textbook material and prepare you for class discussions, quizzes, the exam, and the final project. MindTap deadlines will be listed in Canvas and/or MindTap. Work must be submitted through the assigned MindTap course so grades can be recorded correctly.

Google Skillshop Certification Assignments (150 points)

As part of the course requirements, students are required to successfully complete the following three Google certification assignments, through [Google Skillshop](#):

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

Each certification is worth 50 points, for a total of 150 course points. Students must complete each certification through Google Skillshop and submit proof in Canvas by the deadline. Students will generally have about 30 days to complete each certification, so plan ahead. Deadlines are firm, and technical issues near the deadline will not normally qualify for an extension. Late submissions will only be accepted as required by university policy or an approved accommodation.

How to Use Google Skillshop

1. Go to Google Skillshop and sign in with a Google account. Use a name that clearly matches your Canvas identity so I can verify your completion.
2. Open the certification link assigned in Canvas and complete the training modules and certification assessment.
3. After passing, save or download the credential, certificate, or completion record available through Skillshop.
4. Submit the required proof of completion in Canvas by the deadline. A Skillshop completion that is not submitted in Canvas will not be considered complete for course credit.
5. If Google updates the name or structure of a certification during the semester, follow the current link and instructions posted in Canvas.
6. Name the P: The first student to email me a digital marketing example and correctly identify which of the 4 P's it represents will receive 2 extra-credit points.

Google Skillshop: <https://skillshop.withgoogle.com/>

Quiz Policy (100 Points)

There will be four (4) quizzes worth 25 points each. Quizzes will be administered during scheduled class sessions unless otherwise announced. Make-up quizzes require prior instructor approval or documented circumstances covered by university policy. If you know you will miss a quiz, notify me at least one day in advance. Without advance notice, a missed quiz may receive a zero. Quiz retakes are

Examination Policy (150 Points)

Students are required to take the exam. Make-up exams Make-up exams are permitted only for documented medical emergencies, serious personal circumstances, University-authorized absences, or other approved conflicts. If you know you will miss the exam, contact me as soon as possible. Multiple exams on the same day do not automatically qualify for rescheduling. [LockDown Browser](#) and, when designated, Respondus Monitor may be required. experience a technical issue during the exam, email me immediately at mayra.stone@unt.edu. For Canvas or other technology issues, contact the [Student Help Desk](#) and keep the support ticket number for documentation. My TA and I will make every effort to respond to emails within 24 to 48 hours and grade most assignments within one week. Feedback, guidance, and additional resources will be provided as needed to support your learning.

Instructor Responsibilities and Feedback

My role is to support your learning and help you build confidence in applying digital marketing concepts. Everyone learns differently, so if something is unclear, ask questions and talk with me so we can work through it together. I will provide clear expectations, rubrics,

Chosen Names

If you use a chosen name that differs from your legal name and would like me to use it in class, please let me know. Students may also update their chosen name through UNT's student records process. <https://registrar.unt.edu/transcripts-and-records/update-your-personal-information.html>

Late Work Policy

All work must be completed as scheduled. Late assignments will not be accepted unless required by university policy, an approved accommodation, or a documented circumstance approved by the instructor. If you anticipate a problem, communicate with me before the deadline whenever possible.

Attendance Policy

Regular attendance and active participation are expected. A minimum of 80% attendance is required for full attendance credit.

Students who maintain 100% attendance for the semester will receive 10 extra-credit points. Attendance and participation are worth 50 points and are based on attendance, preparedness, engagement in class discussions and activities, and professional conduct. Students are responsible for communicating absences and staying current on missed work. University-authorized absences and approved accommodations will be handled in accordance with UNT policy.

For additional information, please refer to [UNT Policy 06.039](#), Student Attendance and Authorized Absences.

Class Participation

Students are expected to come prepared by reviewing assigned materials and being ready to participate in class discussions, group work, and activities. Active participation is an important part of this course and reflects the professional expectations of working effectively with others in a business environment. Participation is based on both the quality and consistency of your contributions. This includes being engaged, contributing thoughtfully, working collaboratively, asking questions, and participating professionally throughout class activities.

Technology Usage

In-class laptop use is limited to course-related work. **Cell phones and other personal devices must be silenced or turned off and put away before class begins unless specifically authorized for a class activity.** Photos, screenshots, video, or audio recordings of lectures, discussions, whiteboards, presentations, or projected materials are not permitted without prior approval. Students are responsible for maintaining all required course technology. The first student to email me an example of a new product being launched digitally and identify one marketing tactic being used will receive 2 extra-credit points.

Syllabus Change Policy

The instructor reserves the right to make adjustments to the course schedule as needed throughout the semester. Any changes will be communicated in class and posted in Canvas. It is the student's responsibility to stay informed and regularly check Canvas for updates, revised due dates, or other course announcements.

UNT Policies

Academic Integrity Policy (Policy 06.003)

Students are expected to follow the academic integrity standards in the 2026–27 University of North Texas Student Guidebook and [UNT Policy 06.003](#). All individual work must reflect your own effort unless collaboration is specifically permitted. Cheating, plagiarism, unauthorized assistance, or submitting another person's work as your own is academic misconduct and may result in a zero and additional University disciplinary action.

Academic integrity also applies to artificial intelligence (AI). AI tools may be used only when permitted. When allowed, students are responsible for verifying accuracy, ensuring the final work reflects their own understanding, and acknowledging or citing AI use when required. AI should support your learning, not replace your thinking. Undisclosed or unauthorized AI use may be considered academic misconduct.

When in doubt, ask before using AI. I would much rather answer a question in advance than have you unintentionally violate the academic integrity expectations of the course. For additional information, review: <https://vpaa.unt.edu/ss/integrity/index.html> and <https://policy.unt.edu/policy/06-003>.

ADA Policy (Policy 16.001)

The University of North Texas provides reasonable accommodations for students with disabilities. Students seeking accommodations must register with the Office of Disability Access (ODA) and obtain a current Letter of Accommodation. ODA will provide approved accommodations to the instructor so implementation can be discussed privately. Students are encouraged to begin this process as early as possible. For more information see [UNT Policy 16.001](#).

Office of Disability Access

Email: disability@unt.edu

Phone: 940-565-4323

Website: <https://studentaffairs.unt.edu/office-disability-access/>

Frisco Accommodation Information: <https://studentaffairs.unt.edu/office-disability-access/students/friscoaccommodations.html>

Frisco Testing Information: <https://studentaffairs.unt.edu/office-disability-access/testing-center/friscotesting.html>

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

UNT is committed to an environment where all students, employees, and members of the university community are treated with respect. Discrimination or harassment based on any characteristic protected by federal or state law is prohibited. UNT addresses reports of discrimination and harassment in accordance with university policy. See [Policy 16.004](#) for more information.

Notifications & Procedures**Eagle Alert**

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 for this course, including exams, written work, grades, and Canvas submissions, will be maintained securely in accordance with university requirements. Students may review their own records, but information will not be shared with others without appropriate written consent. For additional information, please review [FERPA](#) and Records Management and Retention [Policy 04.008](#).

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 (SPOT)

Student feedback is an important part of improving the course experience. UNT requires students in organized classes to complete the SPOT course evaluation during weeks 13–15. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" with a survey link and will receive confirmation once the evaluation is submitted. For additional information, please visit the SPOT website or email spot@unt.edu.

Survivor Advocacy, Title IX, and the Violence Act Against Women

UNT is committed to a safe and supportive learning environment free from sexual misconduct, including sexual harassment, sexual assault, domestic or dating violence, relationship violence, and stalking. Federal law, including Title IX and the Violence Against Women Act, and University policy prohibit sex-based discrimination and sexual misconduct. For more information see the website of: the [Office of Equal Opportunity & Title IX](#).

If you or someone you know is experiencing sexual misconduct, support is available through UNT. [Survivor Advocates](#) provide confidential support, explain available options, assist with protective orders, compensation applications, class or housing concerns, and connect students with additional campus and community resources. Survivor Advocates may be reached at SurvivorAdvocate@unt.edu or through the [Dean of Students Office](#) at 940-565-2648. Alleged sexual misconduct may also be reported non-confidentially to the Title IX Coordinator at seo@unt.edu or 940-565-2759.

University of North Texas F-1 Compliance

This course is taught in person at UNT Frisco Landing. F-1 students are responsible for maintaining compliance with applicable enrollment and immigration requirements. Questions about course eligibility or schedule changes should be directed to UNT International Student and Scholar Services before making enrollment changes.

International Student and Scholar Services

Phone: 940-565-2195

Email: internationaladvising@unt.edu

For additional federal guidance, students may also review the Electronic Code of Federal Regulations at <https://www.ecfr.gov/>

Student Verification

UNT protects the integrity of distance education by verifying student identity, protecting student privacy, and notifying students of any special meeting requirements or related verification costs. See [UNT Policy 07-002](#) Student Identity Verification, Privacy, and Notification and Distance Education Courses.

Use of Student Work

A student owns the copyright to original work created as part of a class, including software, photographs, reports, presentations, email postings, and other materials. The University may use student work without additional permission only if the work is used once, is not used in its entirety, does not affect potential profits, does not identify the student, and is clearly identified as student work. If these conditions are not met, written permission from the student is required.

UNT System Permission, Waiver and Release Form:

https://digitalstrategy.unt.edu/clear/files/multimedia_waiver_and_release.pdf

For additional information about how UNT handles the use of student-created work, visit:

<https://digitalstrategy.unt.edu/clear/policies-procedures/use-student-work.html>

Transmission and Recording of Student Images in Electronically-Delivered Courses

Student images or voices may be transmitted live through videoconferencing or streaming media as part of the course, and students will be informed when these methods are used. If student presentations are recorded and the recording may be used in future classes, written permission will be required. Class lectures may also be recorded using lecture capture technology, and students may occasionally appear in those recordings. Recordings may be made available for study purposes and, when appropriate, reused in future course offerings.

Use of Student Work & Class Recordings

Students own the copyright to original work they create for class, subject to applicable University policies. If class sessions are recorded, recordings are intended for educational use within this course. Students may not share, post, or distribute recordings outside the course or Canvas without authorization. Use of Student Work: <https://digitalstrategy.unt.edu/clear/policies-procedures/use-student-work.html>

UNT System Permission, Waiver and Release Form:

https://digitalstrategy.unt.edu/clear/files/multimedia_waiver_and_release.pdf

Academic & Student Support

UNT students at Frisco have access to advising, tutoring, academic coaching, writing assistance, test proctoring, disability accommodations, study rooms, and library resources. The Academic Success space is located on the second floor of Frisco Landing in untfrisco@unt.edu.

Frisco Landing Library

The Frisco Landing Library, located on the second floor, offers research assistance, electronic resources, course materials, computers, printing and scanning, interlibrary loan, and access to additional UNT library resources. Students also have access to presentation, recording, and technology resources through The Spark.

Frisco Landing Library: <https://library.unt.edu/frisco/>

Library Services Desk: 972-668-7455 | frisco.library@unt.edu

Student Support Resources

UNT at Frisco provides a variety of resources to support students academically, professionally, and personally throughout the semester. Students are encouraged to make use of these services whenever additional support would be helpful. A full list of Frisco Student Services is available at: <https://frisco.unt.edu/student-services/student-support.html>

Mental Health

UNT provides counseling and mental health support for students throughout the semester. In-person counseling is available at the Frisco campus on Tuesdays and Wednesdays. To request a Frisco appointment, call 940-565-2741. Virtual counseling and services at the Denton campus are also available through UNT Counseling and Testing Services. **For urgent mental health support, call 940-565-2741 and press 1 to speak with a crisis counselor 24/7.** You may also **call or text 988 for the Suicide & Crisis Lifeline**. For an immediate or life-threatening emergency, **call 911**. Students may also contact the UNT CARE Team for support or concerns about themselves or another student. Frisco Landing also offers two Wellness Rooms for meditation, prayer, sensory breaks, lactation, or quiet time. Also see the: [Emergency Resources](#) page.

UNT Frisco Police & Safety Support

UNT at Frisco is supported by police officers and public safety officers who help maintain a safe campus environment and assist students, faculty, staff, and visitors with safety-related concerns. Officers may assist with reporting suspicious activity, safety concerns, emergencies, incidents occurring on campus, and other situations where police or public safety assistance may be needed. If you need to speak with an officer while at Frisco Landing, visit the Welcome Desk for assistance. **For an immediate or life-threatening emergency never hesitate to call 911.** Additional safety information and police resources are available through the UNT Police Department at <https://police.unt.edu/>.

Additional Student Support Services

UNT students have access to university-wide services in addition to support available directly at Frisco Landing. Use these resources when you need academic, financial, legal, career, personal, or wellness support.

See website for additional information: [Frisco Student Services](#)

Tentative Course Schedule

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

Week / Date	Topic / Course Activity
Week 1 - August 19	Introduction to the course and syllabus discussion; Chapter 1: The Digital Marketing Landscape and Foundations; First-Day Student Introduction & Knowledge Check - Quiz 1
Week 2 - August 26	Chapter 2: The Supply Chain Becomes a Value Ecosystem; Final Project Part 1 and Part 2 introduction
Week 3 - September 2	Chapter 3: Business Models and Strategies; Quiz 2 (Chapters 1, 2, and 3); Marketing Foundations Review: The 4 P's and Their Role in Digital Strategy
Week 4 - September 9	Chapter 4: Supporting the Digital Customer Journey; MindTap Activity 1
Week 5 - September 16	Chapter 5: Measuring and Evaluating Digital Marketing Programs
Week 6 - September 23	Chapter 6: Developing and Maintaining Effective Online and Mobile Websites; Google Analytics Certification work/due date as posted in Canvas
Week 7 - September 30	Quiz 3 (Chapters 4, 5, and 6); AI-Powered Shopping Ads Certification work/due date as posted in Canvas
Week 8 - October 7	Chapter 7: Search Engine Marketing; MindTap Activity 2
Week 9 - October 14	Chapter 8: Paid Search and Social Advertising
Week 10 - October 21	Chapter 9: Social Media Marketing as a Cornerstone of Strategy; Innovate UNT Marketing Pitch Challenge, In-Class Group Activity
Week 11 - October 28	Exam (Chapters 1-9); Chapter 10: Display and Mobile Advertising for Customer Acquisition
Week 12 - November 4	Chapter 10 continued; Google Ads Display Certification work/due date as posted in Canvas
Week 13 - November 11	Chapter 11: Email Marketing to Build Consumer and Business Relationships; Final Project Part 1 due.
Week 14 - November 18	Chapter 12: Content Marketing; MindTap Activity 3
Week 15 - November 25	Thanksgiving Break - No Class
Week 16 - December 2	Quiz 4 (Chapters 10, 11, and 12); Final Project Q&A and preparation
Final Week (TBD)	Final Project Part 2 deadline and/or presentations. Final meeting time will follow the official UNT at Frisco Fall 2026 final examination schedule and will be announced in Canvas.

*** Professional Certification assignment due dates will be posted in Canvas. Students may complete each certification on their own schedule, but all requirements must be completed and submitted by the assigned due dates.

Other Course Policies

Netiquette

Students are expected to communicate respectfully in discussion posts. Because written tone can be easily misinterpreted, review your message before posting to ensure it is clear, professional, and appropriate. Avoid excessive punctuation and consider how your words may be received by others.

Email Requirement

The first student to send me a professional email that follows the communication guidelines in this syllabus and includes one professional goal for the semester will receive 2 extra-credit points. Students are required to use and regularly monitor their UNT email account. Just as in a professional workplace, you are responsible for staying current on course communication, including updates, reminders, appointments, and occasional last-minute changes. Please check your UNT email daily and respond promptly when needed.

- Put the main topic in the subject line and include MKTG 3720.501 when appropriate.
- Use an appropriate salutation such as “Hello Professor Stone.”
- Keep the tone professional. Your email should **not** read like a text message.
- Avoid slang, text abbreviations, and overly casual shorthand.
- Use clear grammar, spelling, punctuation, and complete sentences.
- Proofread before you hit Send.
- Send course-related messages from your UNT-assigned email account. Messages from unknown or questionable accounts may be deleted without being opened for security reasons.

Please make it a habit to check your UNT email daily so you do not miss important information, and respond promptly when needed, your grade may depend on it.

Incomplete Grade

An Incomplete Grade (“I”) may be assigned only during the final one-fourth of the semester when a student is passing the course but is unable to complete required work due to documented circumstances beyond their control. The student and instructor must agree on the remaining requirements and complete the required documentation. Unfinished work must be completed within the approved timeframe or the grade may convert to an “F” or another designated grade.

Research Experience Program

The Research Experience Program at the G. Brint Ryan College of Business gives students an opportunity to participate in research on consumer behavior, marketing, management, and other business topics while supporting UNT research. Research participation represents 10% of the final course grade, or 100 course points in this 1,000-point course.

To participate, create an account through the College of Business SONA system at unt-cob.sona-systems.com. Do not use the Psychology Department SONA system. Browse available studies and assign completed REP credits to MKTG 3720.501.

REP information: [Research Experience Program](#)

REP Credit Values

Study Format	Duration	REP Credits
Online	Under 15 minutes	1
Online	15-30 minutes	2
Online	Over 30 minutes	3
In-Person Lab (BLB 279)	Under 15 minutes	3
In-Person Lab (BLB 279)	15-30 minutes	4
In-Person Lab (BLB 279)	Over 30 minutes	5

To fulfill the requirement, you must earn 10 REP credits. In this course, each REP credit is worth 10 course points, for a maximum of 50 course points. If you prefer not to participate in posted studies, you may complete a two-page research article critique for 2 REP credits per critique. Contact RCoBRep@unt.edu for the current Fall 2026 article critique process, requirements, and deadline. For REP or SONA questions, contact the REP Admin Team at RCoBRep@unt.edu.

For any SONA account, registration, credit, or study-related questions, please contact the REP Admin Team directly, as I will not be able to assist with these issues. November 27, 2026, at 5:00 p.m. - Last day to participate in SONA for the Fall 2026 semester.

Students will have one additional week to reassign credits to the appropriate course. Final credit reports will be distributed to instructors on **December 4**, after which changes cannot be made. **Be sure to assign your credits to MKTG 3720.501.** Create your REP account early to get access to available studies. If another course also requires SONA credits, those credits must be completed separately and assigned to the appropriate course.