

DIGITAL MARKETING FUNDAMENTALS

Monday 2:00 - 4:50 pm @ BLB 070, Fall 2025

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Office Hours: By appointment through Zoom anytime Monday to Friday between 9:00 and 5:30 unless in class.

Pronouns: he/him/his

TEXTBOOK: Raj Sachdev (2025). Digital Marketing. McGraw-Hill/Irwin.

Remember that the following is an outline of the schedule. This will serve as a guide for what will happen during each session.

LEARNING OBJECTIVES:

- Define the scope and key concepts of digital marketing and explain its role in creating value for organizations.
 - Identify patterns in online consumer behavior and apply insights to enhance customer relationship management (CRM) and customer experience strategies.
 - Design and optimize SEO and SEM campaigns to increase online visibility and improve advertising performance.
 - Create audience-appropriate email and mobile strategies using automation and personalization techniques.
 - Develop content strategies, manage online communities, and foster customer engagement through social platforms.
 - Build effective metaverse consumer–brand interaction points that leverage immersive technologies for engagement and relationship-building.
 - Apply AI tools and techniques to analyze data, personalize marketing content, and optimize campaign performance.
 - Implement strategies to build trust, ensure brand safety, and manage reputation in digital environments.
 - Recognize and apply best practices for data privacy, regulatory compliance, and ethical decision-making in online marketing.
 - Evaluate and apply innovations such as the metaverse and generative AI to enhance digital marketing effectiveness
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LEARNING METHODOLOGY:

A variety of teaching methodologies are used in this course. Class periods include lecture (to describe basic concepts and their applications), discussions (to get your perspective on marketing topics), and in class activities (to encourage you to learn from one another). All students are encouraged to participate in class and to demonstrate their preparation and level of understanding of the material being discussed.

COURSE OVERVIEW:

The course prepares the students with an understanding of digital marketing and prepares them to think strategically and make effective marketing decisions. Given the increasing strategic significance of the Internet and related digital technologies across a broad spectrum of industries, it is imperative that students develop a deep understanding of the emerging digital marketplace. This course will give you a theoretical understanding of the internet marketplace which will equip you to deal with the changing face of digital marketing.

COURSE REQUIREMENTS:

MKTG 3650 is a prerequisite for this course.

This course requires students to have access to a computer with reliable internet connectivity, speakers, a microphone, a webcam, and necessary plug-ins, as well as Microsoft Office. To succeed, learners should demonstrate essential computer skills and digital literacy, including navigating Canvas, sending and receiving emails with attachments, downloading and installing software, and effectively using spreadsheet, presentation, and graphics programs. These technical capabilities will ensure active participation in course activities, timely submission of assignments, and successful engagement with both individual and collaborative tasks.

WHAT TO LEARN

READ

○ 18 August

○ 25 August

○ 8 September

○ 15 September

○ 22 September

○ 29 September

○ 6 October

○ 13 October

○ 20 October

○ 27 October

INTRODUCTION

1.Class presentation

INTRODUCTION TO DIGITAL MARKETING

- 1.What Is Digital Marketing?
- 2.Evolution and Environment of Digital Marketing
- 3.Types of Digital Marketing
- 4.Digital Marketing Value
- 5.The Digital Marketing Mix
- 6.Digital Marketing Objectives
- 7.Digital Marketing Analytics

Creating Value through Digital Marketing Strategy

- 1.Introduction to Digital Marketing Strategy
- 2.The Strategic Digital Marketing Planning Process
- 3.Basic Digital Marketing Strategies and Tactics
- 4.The Strategic Digital Marketing Plan

CHAPTER
1&2

Digital Consumer Behavior and Customer Relationship and Experience Management

- 1.From Digital Consumer to Digital Customer and Beyond
- 2.Digital Consumer Behavior and Influences
- 3.Digital Conversion Funnel
- 4.Digital Marketing Consumer Decision-Making Process
- 5.Digital Buyer Persona
- 6.Digital Customer Relationship Management
- 7.Digital Customer Experience (DCX) Management

CHAPTER
3

AI in Digital Marketing

- 1.Different Types of AI in Marketing (Generative AI, Predictive AI, Conversational AI, Computer Vision)
- 2.AI-Driven Consumer Insights
- 3.Generative AI for Content Creation
- 4.AI Prompting Skills for Marketing Applications
- 5.AI-Enhanced Search Engine Optimization & Marketing
- 6.AI in Customer Relationship Management
- 7.Ethical and Privacy Considerations in AI Marketing

POSTED
READINGS

Brand Management in Digital World

- 1.What Are Digital Brand, Trust, and Reputation Management?
- 2.Digital Brand, Trust, and Reputation Management Objectives
- 3.Digital Brand, Trust, and Reputation Management Considerations, Strategies, and Tactics
- 4.Digital Brand, Trust, and Reputation Management Analytics

IN-CLASS WORKSHOP

CHAPTER
10

QUIZ 1- IN CLASS

CHAPTER
1&2
3&10

Website Marketing Strategy

- 1.Website Evolution and Value
- 2.Website Marketing Objectives
- 3.Website Marketing Considerations, Strategies, and Tactics
- 4.Website Content Strategies
- 5.Website Marketing Analytics

CHAPTER
4

Search Engine Optimization Strategy

- 1.Evolution and Value of Search Engine Optimization
- 2.SEO Objectives
- 3.SEO Considerations, Strategies, and Tactics
- 4.SEO Content Strategies and Tactics
- 5.SEO Analytics

Search Engine Marketing and Generative AI

- 1.Evolution and Value of Search Engine Marketing
- 2.SEM Objectives
- 3.SEM Considerations, Strategies, and Tactics
- 4.SEM Content Strategies and Tactics
- 5.SEM Analytics
- 6.GenAI Marketing

CHAPTER
5 & 6

Email Marketing Strategy

- 1.Evolution and Value of Email Marketing
- 2.Email Marketing Objectives
- 3.Email Marketing Considerations, Strategies, and Tactics
- 4.Email Marketing Content and Design Strategies and Tactics
- 5.Email Marketing Analytics

Mobile Marketing Strategy

- 1.Evolution and Value of Mobile Marketing
- 2.Mobile Marketing Objectives
- 3.Mobile Marketing Considerations, Strategies, and Tactics
- 4.Mobile Marketing Content Strategies and Tactics
- 5.Mobile Marketing Analytics

CHAPTER
7 & 9

WHAT TO LEARN

READ

☐ 3 November

Social Media and Community Marketing Strategy

1. Evolution and Value of Social Media and Community Marketing
2. Social Media and Community Marketing Objectives
3. Social Media and Community Marketing Considerations, Strategies, and Tactics
4. Social Media and Community Marketing Content Strategies and Tactics
5. Social Media and Community Marketing Analytics

CHAPTER
8

☐ 10 November

Creative Content Creation

1. Understand the strategic role of creative content in digital marketing and brand storytelling
2. Apply principles of audience targeting and engagement in creative content campaigns
3. Design and produce creative content across diverse formats (text, visual, video, interactive, immersive)
4. Integrate generative AI tools and prompt engineering to enhance content ideation, personalization, and scalability
5. Implement ethical and culturally sensitive creative content practices

In-Class Workshop

POSTED
READINGS

☐ 17 November

QUIZ 2- IN CLASS

CHAPTER
4-9

☐ 24 November

Metaverse

1. Understand the unique characteristics and value propositions of metaverse environments in digital marketing
2. Identify consumer motivations and behaviors that drive engagement in immersive virtual spaces
3. Design and implement consumer-brand interaction points within metaverse platforms to enhance relationship building
4. Integrate generative AI tools for creating immersive, personalized, and interactive metaverse experiences
5. Develop cross-channel strategies that connect metaverse touchpoints with physical, web, and social media interactions

POSTED
READINGS

☐ 1 December

PROJECT WORKSHOP

☐ 7 December

PROJECT SUBMISSION

Quiz 1 ☐

Quiz 2 ☐

Project Submission ☐

CHECK BOX

EXAMS



PROJECT

☐ Certificate 1

☐ Certificate 2

☐ Certificate 3

Course evaluation:



QUIZ 1

25 points



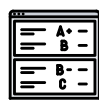
QUIZ 2

25 points



CERTIFICATION

15 points



ATTENDANCE

10 points
(1 Point each class)



PROJECT +
PRESENTATION

15 points



SONA

10 points

Grading Scale:

90% and above

80%-89.9%

70%-79.9%

60%-69.9%

59.9% and below

A

B

C

D

***In order to pass the course you must obtain more than a 50% in at least one exam. If you obtain less than 50% in all exams you will automatically fail the course.**

COURSE FORMAT:

The course consists of 17 sessions from August to December devoted to covering the theory behind specific concepts. Exams will be done individually:

Theory Sessions: I will briefly introduce basic digital marketing concepts. These classes will be based on traditional lecturer-led sessions, video case studies, short group exercises, article and case-study analysis, question-and-answer sessions, etc. Heavy discussion and participation are expected in class. I am not here to “teach the text”. In class, we will create learning experiences.

The objective of these sessions is not to explain all the theory behind each topic, but to present a brief overview of each concept. The main work of studying the content of each topic in detail will be done by the student out of class.

ALL OF THE THEORETICAL MATERIAL, CONCEPTS, AND MODELS, CAN BE FOUND IN THE COURSE TEXTBOOK AND THE SUGGESTED READINGS.

Following the introductory theory session on each new topic, **you will be required to:**

1. apply the concepts to their own project,
2. start preparing a group report with a full analysis,
3. and consult with me to ensure that what has been done is correct (coaching).

What is the project?

The project is one of the most important aspects of the course. General guidelines are:

- The project will be done individually.
- The project will be developed throughout the course, applying the concepts learned to a particular brand, and will involve preparing a written report to be handed in at the end of the course. I will act as a tutor and will provide advice on the project. Under no circumstances will late submissions be allowed.

What is the certification?

You will be required to complete at least three online certification programs related to the course objectives. The list of available certification programs and the timeline will be uploaded to Canvas.

Sona Research Participation. As part of your learning experience in this course, you will be required to participate in research studies to gain experience with the research process and learn about methods and scaling techniques. Your participation in these research studies will make up 10% of your final class grade.

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

The amount of credit assigned is based on the length of time the study takes to complete and whether you participate online or in-person in the COB behavioral Lab (BLB 279):

Online Studies		In-Person Lab Studies (Behavioral Lab - BLB 279)	
<15 minute studies = 1 credit		<15 minute studies = 3 credit	
15-30 minute studies = 2 credits		15-30 minute studies = 4 credits	
>30 minute studies = 3 credits		>30 minute studies = 5 credits	

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

To sign up, please visit unt-cob.sona-systems.com. If you have questions, DO NOT contact me. Instead, contact the SONA managers via email at RCoBRep@unt.edu. Your questions will be addressed promptly, usually within 24 hours.

Please Note:

- 1) Don't wait! Create your account ASAP! Get first access to available studies.
- 2) Assign your credits to the proper course. This course is: _____.
- 3) If you have another course that also requires SONA credits, you must complete those credits separately. On the main SONA account page, you can assign your completed credits to specific courses (of your choice). You have up to May 2nd to adjust these credits!
- 4) If you do not want to participate in the posted studies, you can complete a 2-page research article critique for 2 points of REP credit each. To do so, please email RCoBRep@unt.edu and they will assign you an article to critique. Critiques are due on or before April 25th.

Important Deadlines!

April 25th, 5:00 PM – Last day to participate in SONA for Fall semester. You will have one week from this date to adjust your final credits assigned to particular classes in SONA (May 2nd). On May 3rd, final scores will be distributed to instructors and cannot be changed after that point.

Thanks in advance for your participation! Have a great semester

Attendance Policy

Students are expected to attend class meetings regularly (both face-to-face and zoom) and to abide by the attendance policy established for the course. It is important that you communicate with me prior to being absent, so we can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform me if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

If you are experiencing any symptoms of COVID-19 please seek medical attention from the Student Health and Wellness Center (940-565-2333 or ask SHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

Remote Instruction Requirements

Full-time remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam and microphone to participate in the fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>.

Face Coverings

UNT encourages everyone to wear a face covering when indoors, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions. I am fully vaccinated and boosted and will be using a face covering during all face-to-face sessions and strongly encourage everyone in the class to do so. Thank you!

Department and University General Policies:

Academic Misconduct

All work performed in this class must be your own. Violation of this policy will result in a grade of "F" for the course and notification of appropriate university officials for disciplinary action.

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 both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the 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 a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or 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 instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. Copying or using material from any source prepared by 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 not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor 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 and will result in a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically 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. A student is responsible for responding to a request to discuss suspected academic dishonesty when issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student's participation.

Americans with Disabilities Act

The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disabilities. If you have an established disability as defined in the Act and would like to request accommodation, please see me as soon as possible. My office hours and office number are shown on the first page of this syllabus. 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 a question or if I can be of assistance.

Grade Appeals

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. Any instructor no longer associated with UNT at the time of the appeal will be represented in these proceedings by the chair of the department in question. A student not in residence the semester following the awarding of the grade or a resident student who is unable to resolve the differences with the instructor has 30 days following the first day of the succeeding semester to file a written appeal with the chair of the instructor's department, or the equivalent administrative unit. Refer to the 2006-2007 Undergraduate Catalogue for further details.

Grade Changes

No grade except 'I' may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error corrections must be initiated immediately after the close of the semester for which the grade was recorded. A faculty member who believes an error has been made in calculating or recording a grade may submit in person a request with a detailed justification for a grade change to the department chair and the appropriate dean. The Registrar accepts requests for grade changes only from the academic deans.

Awarding and Removal of Incomplete (I)

The grade of I is a non-punitive grade given only during the last one-fourth of a semester. This grade can be awarded only if a student: (1) is passing the course; (2) has reasons beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. A student may remove a grade of I within one year by completing the stipulated work, paying a fee at the Bursar's Office and returning the permit form to the instructor. Obtain the Student Request to Remove Grade of I from the departmental secretary. The instructor then files the permit form in the Registrar's Office along with the grade, and the grade point average is adjusted accordingly. If a student does not complete the stipulated work within the time specified (not to exceed one year after taking the course), the instructor may change the grade of I to a grade that carries credit or assign a grade of F if appropriate. The GPA is adjusted accordingly. A student who could not complete final examinations because of illness may remove a grade of I without payment of the fee. The academic dean is authorized to waive the fee upon certification of illness signed by the attending physician.

Final Grades

Departmental staff is not allowed to give out grades. Do not call or stop by the department office to ask for your grade. Only I can release your grade.

Changes to Syllabus

I reserve the right to make changes to this syllabus at any time.
