DIGITAL MARKETING

MKT 385-E01, SPRING 2026

Instructor	Aaron Schibik, Ph.D.	**Phone**	N/A
Office	Faculty Office	**E-mail**	as1028@evansville.edu
Meeting Days and Time	T/Th 4:00 PM – 5:15 PM, SHR Lecture		
Office Hours	M/T/W/TH 10:00 AM – 10:50 AM by appointment		

Schroeder School Mission Statement:

We prepare undergraduate students in a liberal arts framework to become globally aware business professionals. We are distinctive in experiential learning, career support, and faculty scholarship in a balanced teacher-scholar environment.

Catalog Description:

This course examines timely concerns at the intersection of marketing and technology. Topics include internet technology for marketers, online privacy and security issues, buyer behavior online, and digital marketing techniques such as banner advertising, advertising and participating in social media, search engine optimization (SEO), and mobile and email marketing.

Prerequisite Statement:

Prerequisite: MKT 325 with a minimum grade of C-.

Credit Hour Policy Statement:

"This class meets the federal credit hour policy of 3 hours of supervised study per week for approximately 15 weeks for each hour of credit or a total of 45-75 hours for each credit. For this 3-credit course, students are expected to devote a minimum of 135 hours." (Def 2)

Course Learning Objectives:

This course is designed to introduce the students to various nuances of e-commerce and digital marketing. After successfully completing this course, students should be able to:

1. Explain the phenomena of digital marketing.
2. Understand Marketing's relationship with Digital Channels
3. Understand the micro and macro digital environment
4. Develop a Digital Marketing Strategy
5. Describe and Understand Internet Technology for marketers.

6. Analyze the behaviors and needs of buyers in the digital environment and use that information to target customers and provide a satisfying e-commerce experience.
7. Define and analyze and social network marketing, mobile marketing, e-mail marketing, and search engine marketing.
8. Discuss the social, legal, and ethical implications of digital marketing and e-commerce.
9. Evaluate and Implement Digital Marketing Performance.

Required Text: **Digital Marketing: Strategy, Implementation, and Practice (8th edition)** by Dave Chaffey and Fiona Ellis-Chadwick, *Pearson*

Methods of Instructions:

This course will follow a lecture and project format. Discussion is encouraged. Students are encouraged to take an active part in the course. Questions and examples are welcomed. Current marketing strategies and tactics will be noted and discussed during each meeting. Observations, questions, and student critiques will enrich the classroom experience.

This course will incorporate material and information from the textbook and class lectures. Students are expected to take an active role in the course. Attendance will not be recorded; however, regular attendance has been shown to correlate with grades positively.

Withdrawal and Attendance policies:

Regular attendance is expected. You are responsible for covering the material you missed due to lack of attendance.

NOTE: PowerPoint slides will not be posted on Blackboard.

The University has established the following deadlines for the Spring 2026 semester:

Last day to register or add/drop courses	January XXth
Last day to withdraw with a "W"	April XXth

Grading Criteria:

The following scale will be strictly applied at the end of the semester. I do not GIVE grades. The grade the student receives will be the one he/she EARNS. The following points may be obtained during the semester:

Three exams (100 points each)	**300 points**
Activities	**150 points**
Google Analytics Academy	**50 points**
	500 points possible

The following scale will be applied at the end of the semester:

500-450	**A**
449-400	**B**
399-350	**C**
349-300	**D**
299 and below	**F**

EXAMS (300 points). Three exams (**100 points each**) will be given during the semester. Exams include short answer/essay questions and cases. Make-ups will not be given without prior notification. You must provide WRITTEN documentation as to the need to miss an exam. In the event of an emergency during any test dates, such as an accident or illness, and you miss an exam without prior notice, you should contact the professor with information regarding your condition. Then, as soon as possible, submit the reasons for missing the exam and relevant supporting documents.

ACTIVITIES (150 points). You must complete various activities to enhance your understanding of Digital Marketing. Activities will be assigned in class and include short assignments to be completed individually or in a group. **Activities will be submitted on BLACKBOARD or completed in class at the instructor's discretion. In-class activities cannot be made up. If the student misses the activity, they will receive a score of zero for that activity (special consideration will be given to students who miss because of UE activities and sporting events).**

GOOGLE ANALYTICS ACADEMY (50 points). Students must complete Google Analytics for Beginners, Advanced Google Analytics, and Google Analytics for Power Users courses on Google's Analytics Academy website (https://analytics.google.com/analytics/academy/) and receive a certificate of competition for all three courses. To receive certification for the courses, you must complete each lesson and the assessment at the end of each unit. Once you receive certification, you will upload the PDFs into Blackboard to receive credit.

Complaints, Grievances, and Appeals:

The University of Evansville seeks to resolve all student concerns in a timely and effective manner through policies and processes documented in the University Course Catalog, Student Handbook, and Faculty Manual. The University expects its students to follow documented procedures to address academic and student-related issues and concerns for the formal resolution of complaints and directs students to the appropriate resources. Ace Answers is available as a channel for addressing concerns that fall outside of formally documented policies. Formal grievance and complaint procedures are available on the UE website. The Campus Conduct Hotline provides an additional medium through which University Community Members can report matters of concern to management. The Hotline is provided by the University's insurance provider, Educational & Institutional Administrators, Inc. (EIIA). All calls are received directly by EIIA, thus allowing for anonymity if the caller desires. A summary of the call is then provided back to the University's Assistant Vice President of Fiscal Affairs and Chairman of the Audit Committee for further consideration of the report. The Hotline number is 1-866-943-5787.

Disability Policy:

It is the policy and practice of the University of Evansville to make reasonable accommodations for students with properly documented disabilities. Students should contact the Office of Disability Services at 812-488-2663 to seek services or accommodations for disabilities. Written notification to faculty from the Office of Disability Services is required for academic accommodations.

Honor Code:

All students at the University of Evansville agree to the University honor code: *I will neither give nor receive unauthorized aid, nor will I tolerate an environment that condones the use of unauthorized aid.* Be aware that this statement applies equally to online courses. Assistance outside the scope of what is explicitly stated as acceptable by the instructor will be considered an honor code violation. If you have any questions about what constitutes acceptable aid, contact the instructor.

Course AI Policy:

In this course, submission of any work that is not entirely your own is considered academic dishonesty unless otherwise specified. This means that the use of generative AI tools is prohibited, except for certain assignments for which you are given specific guidelines and examples of appropriate AI use. When permitted, you must clearly identify and cite the AI tools used. Submitting AI-generated work as your own constitutes a violation of academic integrity as an example of unauthorized aid.

Communication Policy:

It is expected that there will be regular and substantive interaction between the faculty member and the student, as well as among students. The instructor will frequently and regularly initiate communication with students and it is expected that students reciprocate this communication. Students are also expected to actively participate in course discussions and collaborate with other students according to course policies and assignment instructions to achieve course learning outcomes.

Student Resources:

Whether taking classes online or face-to-face, all students have access to support resources. Click on the links below to learn more what each resource has to offer and how to contact each department.

University Libraries: Conduct research, access resources, and contact librarians for any research related help. Note that you will need a library barcode to access library resources off campus. To receive a barcode, contact library staff at library@evansville.edu.

Academic Services: Contact the Center for Academic Advising to connect with academic support services including supplemental instruction, tutoring, and time management and study skills help.

Writing Center : The Writing Center provides access to writing resources, appointments for one-on-one writing help, and assistance with any stage of the writing process.

Counseling Services: Counseling Services strive to help students overcome any interpersonal, psychological, and developmental issues. Contact Counseling Services for any of your individual counseling and personal development needs. Also see Online Class Success tips from the Office of Counseling and Disability Services.

Center for Career Development: The Center for Career Development provides comprehensive career development services to UE students and alumni. Contact the Career Center for assistance in every stage of your career development and visit their website for career resources.

Office of Institutional Equity/Title IX: The University of Evansville is committed to providing an educational, living, and working environment free of discrimination. Title IX Resources available to students, as well as sexual misconduct education and prevention information, are outlined extensively on the UE Website.

Blackboard Guides: Blackboard is the University of Evansville's course management system for online courses. Guides on using Blackboard can be found through MyUE under important campus information.

Course Schedule (Subject to Change if Needed):

WEEK #01 Class Introduction

WEEK #02 Digital Marketing (introduction) (CH#1)

WEEK #03 Online marketplace analysis: micro-environment (CH#2)

WEEK #04 Online marketplace analysis: macro-environment (CH#3)

WEEK #05 Digital Marketing Strategy (CH#4)

WEEK #06 <mark>Exam 1 (Chapters 1 thru 3)</mark>

WEEK #07 Digital Branding and the marketing mix (CH#5)

WEEK #08 Data-driven relationship marketing (CH#6)

WEEK #09 <mark>Midterm BREAK (NO CLASS)</mark>

WEEK #10 Delivering the customer experience (CH#7)

WEEK #11 <mark>Exam 2 (Chapters 4 thru 6)</mark>

WEEK #12 Campaign planning (CH#8)

WEEK #13 Marketing communications (CH#9)

WEEK #14 <mark>(Easter Break)</mark>

WEEK #15 Evaluation and improvement (CH#10)

WEEK #16 <mark>Exam 3 (Chapters 7 thru 10)</mark>

THIS SYLLABUS IS SUBJECT TO CHANGE AT THE INSTRUCTOR'S DISCRETION