

Wayland Mission Statement

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

Contact Information

Course: MKTG 5322 VC01 – Digital Marketing

Campus: WBUonline

Term/Session: Fall 1 2026

Instructor: Dr. Kyle Allison

WBU Email Address: kyle.allison@wayland.wbu.edu

Office Hours, Building, and Location: Virtual by Appt

Class Meeting Time and Location: Online

Catalog Description:

Appraise the use of digital marketing strategies to improve organizational success. Construct daily functions of digital marketing that include the use of analytics, on and off-site SEO to improve marketing effectiveness. Evaluate ethical issues and online reputation associated with digital marketing.

Prerequisite:

None

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Digital Marketing Essentials</u>	Larson		2024	Stukent	9780-99871-3847

*This course is part of the **Pioneer Academic Access Program**. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to **EVERY class/material** and have to source through third party vendors.*

Course Outcome Competencies:

- Appraise digital marketing practices that support an organization's domestic and global marketing strategies.

- Evaluate digital marketing efforts using search engine optimization, social media metrics, and other lead generation methods.
- Compare web design (desktop and mobile) for digital marketing effectiveness
- Assess organizational policies regarding privacy, security, and ethics with digital marketing strategies and campaigns.

Attendance Requirements

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

University Policies

Academic Integrity:

[Link to Statement on Academic Integrity](#)

Artificial Intelligence:

A. No use of any generative AI tools permitted.

- Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
- All assignments must be fully created, designed, and prepared by the student(s).
- Any work that uses generative AI will be treated as plagiarism.

Disability Statement: In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational

program or activity in the university. The Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

Course Requirements and Grading Criteria

Assessment Type	Number of Items	Points per Item	Total Possible Points
First Required Assignment	1	10 pts	10pts
Chapter Assignments	12	50 points	600 points
Chapter Quizzes	12	25 points	300 points
Graduate Research Paper	1	200 points	200 points
Final Exam	1	100 points	100 points
Total	—	—	1210 points

Student Grade Appeals: Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

Tentative Schedule

	Schedule subject to change at instructor discretion		
Week	Chapters Covered	Assignments Due (Sundays 11:59PM CST of the Week)	Quizzes Due (Sundays 11:59PM CST of the Week)
Week 1	Chapter 1: Digital Marketing Foundations Chapter 2: Web Design (Desktop and Mobile)	Chapter 1 Assignment Chapter 2 Assignment	Chapter 1 Quiz Chapter 2 Quiz
Week 2	Chapter 3: Analytics Chapter 4: On-Site SEO	Chapter 3 Assignment Chapter 4 Assignment	Chapter 3 Quiz Chapter 4 Quiz
Week 3	Chapter 5: Off-Site SEO Chapter 6: Paid Search Marketing	Chapter 5 Assignment Chapter 6 Assignment	Chapter 5 Quiz Chapter 6 Quiz

	Schedule subject to change at instructor discretion		
Week	Chapters Covered	Assignments Due (Sundays 11:59PM CST of the Week)	Quizzes Due (Sundays 11:59PM CST of the Week)
Week 4	Chapter 7: Display Advertising Chapter 8: Email Marketing	Chapter 7 Assignment Chapter 8 Assignment	Chapter 7 Quiz Chapter 8 Quiz
Week 5	Chapter 9: Social Media Strategy Chapter 10: Social Media Platforms	Chapter 9 Assignment Chapter 10 Assignment	Chapter 9 Quiz Chapter 10 Quiz
Week 6	Chapter 11: Online Reputation Management (ORM) Chapter 12: Mobile Marketing	Chapter 12 Assignment	Chapter 11 Quiz
Week 7	Chapter 13: Digital Strategy Chapter 14: Artificial Intelligence for Digital Marketing	Chapter 14 Assignment	Chapter 13 Quiz
Week 8	Final Exam	Graduate Research Paper	Final Exam