

AMBERTON UNIVERSITY
e-COURSE SYLLABUS

MKT5260.E1 Digital Marketing Foundations
Fall 2026

PROFESSOR INFORMATION:

Professor: Dr. Kyle Allison
Amberton Extension: 972-279-6511 ext. 223
Amberton Email: KAllison@amberton.edu

COURSE INFORMATION:

MKT5260.E1 Digital Marketing Foundations
Level: Graduate
Beginning Date of Session: Saturday, 9/12/26
Ending Date of Session: Thursday, 11/19/26

Student access available to the Student Portal: Saturday, 9/12/26.

Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.

PREREQUISITES:

None

TEXTBOOK(S) AND REQUIRED MATERIALS:

Title: Strategic Digital Marketing
Author: Kyle Allison
Publisher: Sentia Publishing
Year Published: 2024
Edition: 2
ISBN: 13: x: 979-8-9894097-2-3
Price: Available at <http://amberton.ecampus.com>

Students should verify enrollment in course before purchasing textbooks. Textbook information and ordering options are available through the Amberton Virtual Bookstore. Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping.

APA REQUIREMENT:

APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 7th edition, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please consult the Publication Manual of the American Psychological Association, (7th ed.). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

COURSE COMPETENCIES

Digital Marketing Foundations is an introductory course to the field of digital marketing. The course is designed for business and/or marketing students looking to develop competencies in the emerging and expanding field of digital marketing. The course will provide the student with an overview and framework for understanding

digital marketing principles, methods, and best practices. The course focuses on the theories, strategies, tools, methods, and applications that comprise the field of digital marketing. Course topics include the increased use of digital business in today's climate, strategies of connecting with digital consumers, eCommerce, online consumer behavior, SEO/SEM, and email marketing. Students in this course will review scholarly and expert provided literature and supplemental material to enable them to understand and implement digital marketing in the current and anticipated future business environment.

CAVEAT: No graduate credit will be awarded if MKT4260 has been successfully completed.

UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:

1. Developing key knowledge based on influential literature relevant to Digital Marketing topics.
2. Explaining marketing strategy based on practical applications of digital marketing techniques and methods.
3. Evaluating and interpreting digital marketing best practices in modern organizational strategies and challenges.
4. Understanding the digital marketing advertising methods to include email, website, SEO/SEM, social media, mobile apps, and media.
5. Formulating perspectives and insights on the implications of ethics and legal considerations in digital marketing strategy.
6. Examining the various theories of online consumer behavior.
7. Analyzing management and strategic planning principles as they relate to the digital scope of marketing.
8. Evaluating the impact of modernization and transformation caused by digital technology on modern business organizations.
9. Applying critical and strategic thinking skills in the field of digital marketing.
10. Identifying and establishing digital marketing strategies centered around customer segmentation and targeted marketing
11. Demonstrating critical thinking, data analysis and decision-making skills in the context of Digital marketing.
12. Assessing how AI is leveraged in digital marketing automation and digital analytics.

ACQUIRED SKILLS

1. SEO/SEM
2. Digital Marketing Application
3. Legal Considerations of Digital Marketing

COURSE POLICIES:

Moodle Discussion Forum

Various discussions will be assigned in class. The initial post will be due for any discussion by Tuesday of each week and replies to at least 2 peers by Fridays. Discussions foster an ability to provide critical thought and showcase comprehension of course concepts. Professionalism and respect are expected in course discussions. **Initial posts and each reply should be a minimum of 3 paragraphs**, expanding knowledge, thoughts, and forward thinking ideas. Depth is key along with credible references and insights. **All posts should have at least one citation/reference.**

THERE IS NO LATE WORK ACCEPTED FOR DISCUSSIONS.

Assignments and Late Policy

1. Read and complete all assignments, papers, and exams by the scheduled due date. Assignments are due **no later than midnight**, Central Time (time in Dallas, TX) on the published due date.

2. Late Assignments: NO late work is accepted in this course. There is also no extra credit. There are **no options for extra credit or make-up work** in this course.
3. Assignments must be submitted through Moodle Course Management System and Dr. Allison must be able to open each assignment in order for it to be considered on time. For assignments, only Microsoft Word and Power Point formats will be accepted.
4. When submitting an assignment as an attachment to a Moodle assignment, please include your name, our course number, and the assignment number in the subject line of the email as well as on the first page or title page of the assignment. If required, file attachments may be submitted in **Word 2010 or later versions of Word** for this course. **DURING THE SESSION, NO WORK WILL BE ACCEPTED VIA EMAIL.**

STUDENTS' RESPONSIBILITIES:

This syllabus contains information, policies, and procedures for a specific course. By enrolling, the student agrees to read, understand, and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

ATTENDANCE POLICY:

Regular and punctual class attendance and engagement is expected at Amberton University. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. **Ceasing to attend classes does not constitute an official withdrawal.**

Attendance in a distance learning course is defined as active participation in the weekly online class sessions. "Active participation" can be defined as: submitting an academic assignment, taking an exam, engaging in an interactive tutorial, participating in an online discussion forum (or chat session), or initiating (or responding to) a communication with a faculty member about an academic assignment or the subject matter of the course. A student not meeting these requirements may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

PLAGIARISM POLICY:

Plagiarism is the presentation of someone else's work as though it were your own. If you use another person's words, ideas, or information; or if you use material from an outside source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge that source. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operates on an honor system; therefore, honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton students are expected to abide by the honor system and maintain academic integrity in all their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based plagiarism detection services and applications at any time.

Self-plagiarism means reusing work that you have already published or submitted for a class. It can involve:

- Resubmitting an entire paper
- Copying or paraphrasing passages from your previous work

Self-plagiarism misleads your readers by presenting previous work as completely new and original. Students may not submit the same paper in substance in two or more classes without prior written permission of the instructors involved.

Amberton University students who use Artificial Intelligence (AI) generated content must adhere to the following policies:

Originality: Students must avoid presenting AI generated content as their own original work. It is essential to acknowledge the involvement of AI in the content creation process in order to maintain academic and ethical standards.

Paraphrasing: When using AI generated content, students must rephrase and/or modify the generated text. Paraphrased AI generated content should also be properly cited.

Acknowledgement: When using AI generated content in any assignment, proper credit must be given to the AI system that generated the content. <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

Students agree that by taking this course, all required assignments may be subject to submission for a textual similarity review to Turnitin.com for the detection of plagiarism and self-plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism in future papers. Use of Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com website.

Turnitin is a writing improvement and plagiarism prevention tool which uses special algorithms, to compare text-based student submissions to the Turnitin database and other online sources. Turnitin produces a detailed **similarity report** that can be customized and viewed by instructors and students.

Turnitin “Draft Coach” is a Google based add-on to Turnitin which supports students in developing high-quality academic writing; and serves as an integrity coach. Draft Coach helps address errors and improve the quality of student’s writing by highlighting grammar mistakes, identifying incorrectly cited sources, and scanning for similarity across several databases. By providing formative feedback on how to address citation issues, incorrect grammar, and matches with the Turnitin database, Draft Coach provides explanations to help students become more confident writers, capable of producing higher quality work both in academics and in the workplace.

COURSE OUTLINE AND CALENDAR:

Week	Topic	Assignment	Competencies Covered	Due Date
1	Intro to Digital Marketing	Weekly Discussion & Application Activity	1, 2, 3, 4	Friday, September 18, 2026
2	Online Consumer Behavior	Weekly Discussion and Project Milestone	1, 2, 3, 4, 7	Friday, September 25, 2026
3	Web Experience and Online Content	Weekly Discussion & Application Activity	1, 2, 3, 4, 7	Friday, October 2, 2026
4	Digital Marketing Mix	Weekly Discussion and Project Milestone	2, 3, 5, 6	Friday, October 9, 2026
5	SEO and SEM	Weekly Discussion & Application Activity	1, 2, 4, 5, 6, 7	Friday, October 16, 2026
6	Digital Advertising and Customer Value	Weekly Discussion and Project Milestone	2, 3, 4, 5, 6, 7	Friday, October 23, 2026

7	Building the Digital Strategy	Weekly Discussion & Application Activity	1, 2, 4, 5, 6, 7	Friday, October 30, 2026
8	Digital Analytics and Metrics	Weekly Discussion and Project Milestone	2, 3, 4, 6, 7	Friday, November 6, 2026
9	Marketing Technology	Weekly Discussion & Application Activity	1, 2, 4, 5, 6, 7	Friday, November 13, 2026
10	Final Week	Final Project	1, 2, 4, 5, 6, 7	Thursday, November 19, 2026

GRADING CRITERIA:

<u>Assignment</u>	<u>Qty</u>	<u>Points Per</u>	<u>Total Points avail</u>
Discussions	9	20	180
Application Activities	5	50	250
Project Milestones	4	100	400
Final Project	1	170	170
Total Possible Points			1000

Graduate	
92 – 100	A
82 – 91	B
72 – 81	C
62 – 71	D
Below 62	F

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:

Students should review instructor feedback provided through Moodle or Amberton CampusWeb Portal. Final grades are processed approximately one week after the session and may be viewed through the student portal. Grades will not be released by phone or through unsecured channels. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their university email account and contact the instructor at the faculty email address as provided above in Professor Information area.

INCOMPLETE GRADES:

An "I" (Incomplete) grade is granted only at the professor's discretion for emergencies or illness.

Students have 30 days from the end of the session to complete the course requirements. If the conditions are not met within this 30-day window, the "I" automatically converts to an "F".

HOW TO WITHDRAW FROM A COURSE:

To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

COURSE DELIVERY METHODOLOGY:

This course is delivered through Moodle. Students are expected to have reliable internet access, basic computer skills, the ability to upload/download files, use Amberton email, and submit assignments in the required format. Students needing assistance should use the Amberton SSO support/ticket process.

HOW TO ACCESS YOUR COURSE:**SINGLE SIGN-ON (SSO) INSTRUCTIONS FOR AMBERTON UNIVERSITY:**

Students should access Amberton systems through the Single Sign-On portal at <https://sso.amberton.edu>. After logging in, students can access Moodle, Amberton email, CampusWeb, and other assigned applications. Students who need help accessing SSO should submit a support request through the SSO support option or contact support@amberton.edu.

MOODLE TUTORIAL:

Upon successful log in and access to the Moodle learning platform, there is a Student Moodle Tutorial course available, to learn about the basics of Moodle. Simply click on the link for the Student Moodle Tutorial and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

COURSE COMMUNICATIONS:

Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.

EMAIL COMMUNICATION:

Students are expected to use their Amberton email account and Moodle for course communications. Students must use their official university email account for all university related communication and should check their Amberton emails regularly for course and university notices.

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

FORMAT AND SUBMISSION OF ASSIGNMENTS:

Assignments must be submitted through the appropriate Moodle assignment link unless otherwise directed by the instructor. Students are responsible for submitting files in the format required by the instructor.

INSTRUCTOR/COURSE EVALUATION:

Students will have the opportunity to complete an anonymous course and instructor evaluation near the end of the session. Instructions and dates will be provided through Moodle and/or Amberton email.

RESEARCH RESOURCES:

The Amberton Library provides access to full-text articles, peer-reviewed databases, and research tools, with options like Interlibrary Loan (ILL) and TexShare for items outside its collection. For research assistance, students can connect with library staff during operating hours via email (library@amberton.edu), phone (972-279-6511 ext. 185), "How-to" videos, live online chat, or in person at the Garland campus. The online library is available through Single Sign On (SSO).

MICROSOFT OFFICE 365 EDUCATION:

Amberton University students may access Microsoft 365 Education resources as provided by the university.

GOOGLE WORKSPACE FOR EDUCATION:

Amberton students are assigned a Google Workspace for Education account, including Amberton Gmail, Google Drive, Google Docs, Sheets, and Slides. Students should use their Amberton Google account for course-related work when required.