MKTG4400, Fall 2025

DIGITAL MARKETING

Instructor	Salar Nozari, PhD., Assistant Professor of Marketing Snozari@uiowa.edu, S378 PBB
Class Times	LEC0001: 08:00AM-09:15AM Tuesday & Thursday, C121 PBB LEC0002: 02:00PM-03:15PM Tuesday & Thursday, W181 PBB LEC0003: 05:00PM-06:15PM Tuesday & Thursday, E224 CB
Office Hours	3:30PM-4:30PM Tuesdays and Thursdays, **Schedule in Advance via Email**
Course Website	Iowa Courses Online (ICON)
Required Textbook	None. Required readings will be posted on ICON
Digital Policy	Laptops are encouraged for sessions with simulations; you will receive notice for these sessions. Other electronic devices are not permitted in the classroom.

1 Course Description and Goals

This course provides students with a fundamental understanding of digital marketing channels and how marketing campaigns use digital platforms. The class covers topics such as Internet marketing strategies, user-generated content, search engine optimization, website design and testing, email marketing, digital experimentation, social media campaigns, influencer marketing, content creation and strategy, and paid advertising. It includes classroom discussion, simulations, assignments, a group project with a business client, and exams.

Students will exit this course with a solid understanding of digital marketing strategies, familiarity with industry-standard digital marketing tools, and experience collaborating with a local business to develop a digital marketing campaign. **This course leverages AI to enhance learning, but no programming experience or prior knowledge is required**. My goal is to equip you with an up-to-date skill set that meets current industry demands in digital marketing, positioning you as a competitive candidate in the field.

1.1 Course Structure

The course is broken up into different units:

- Unit 1: Modern Marketing
- Unit 2: Web Design
- Unit 3: User Testing
- Unit 4: Search Engine Optimization (and Search Engine Marketing)
- Unit 5: Online Ads
- Unit 6: Email Marketing
- Unit 7: Social Media Marketing
- Unit 8: AI for Digital Marketing

1.2 Course Goals

At the end of this course, you should be able to...

- Develop an Internet marketing strategy
- Select appropriate marketing tools to achieve marketing goals
- Understand the strategy behind and tactical implementation of: Paid advertising, Email marketing, User testing, Search engine optimization, Search engine marketing, Content marketing, Social media marketing, Influencer marketing, A/B testing.

2 Grade Distribution

Component	**Points**	**Percentage**
Exams	$2 \times 150 = 300$	30%
Group Project	200	20%
Simulations	200	20%
Class Participation	100	10%
Class Attendance	50	5%
Assignments	150	15%
Extra Credit	Up to 30	Up to 3%
TOTAL POINTS (excluding extra credit)	**1000**	**100%**

Final letter grades will be based on the following scale:

A+	[97%, 100%]	A	[94%, 97%)	A-	[90%, 94%)
B+	[87%, 90%)	B	[84%, 87%)	B-	[80%, 84%)
C+	[77%, 80%)	C	[74%, 77%)	C-	[70%, 74%)
D+	[67%, 70%)	D	[64%, 67%)	D-	[60%, 64%)
F	[0%, 60%)				

3 IMPORTANT NOTE ON DUE DATES:

Late submissions are not accepted. The only acceptable exceptions are medical/family emergencies or religious observances. You may be granted an extension if you communicate the situation to me via email **at least 6 hours before** the deadline.

3.1 Assessment Details

Exams: There will be two in-class exams (non-cumulative) covering lecture materials and course readings. The exams may contain questions such as multiple-choice, True/False, short-answer, and short-essay. More details and sample questions will be given before each exam during the review session.

Group Project: In groups of **5-6**, you will design a digital marketing strategy for a local business. The goal of the group project is to take and apply concepts learned in class to a real marketing plan. A final report will be written and should be no more than 10 pages (double spaced, 1" margins, 12-point font) with no more than 5 pages of appendices. You will also give a 25-minute presentation (including Q&A) on your strategy in class. You will be evaluated by the members of your group for participation and contribution. If you do your share, you will earn the maximum grade available to you. If not, you will earn a lower grade than others in your group. If you free-ride and contribute nothing to the project, you will receive a 0.

Class Participation: Participation is a crucial element in the learning process of this class. Your frequency and quality of contributions to class discussions will be assessed and reflected in the participation score.

Class Attendance: University and college policies applicable to this class are outlined in this link. Attendance grading will be done by the instructor during class and through ICON. Please refer to the grading table for reference.

Assignments: There are **9 assignments** throughout the semester. You need to turn in at least 5 of them. You will receive points from your top five submissions. If you miss a class, it is your responsibility to check if there is any assignment announced in that class. If an assignment is announced in a class that you miss, you can complete it on your own and submit it by its due date to receive credit. If you **miss more than 4 of all the assignments**, you will automatically receive **a final grade of D or lower**, regardless of your grades from all other grading items.

Simulations: You will assume the role of a digital marketing intern at a company, where you will progressively develop expertise in digital marketing while learning to manage advertising budgets effectively. Through this experience, you will gain practical knowledge in creating compelling advertisements, optimizing landing pages, identifying and targeting specific audience segments, and implementing other essential digital marketing strategies.

Extra Credit: Extra credit points can be earned in various ways, such as by asking a great question, making an insightful comment in class, or completing quizzes throughout the semester.

4 Course Calendar

Date	Topics Covered in Class (Always Check ICON for Updates)	Suggested Reading	Assignment Due
26-Aug-25	Course Overview		
28-Aug-25	Group Meeting		
2-Sep-25	Marketing in the Age of AI	Chapter 1	Finalize the business for your final project
4-Sep-25	Modern Consumers		
9-Sep-25	Web Design	Chapter 2	Assignment 1
11-Sep-25	Web Design		
16-Sep-25	Analytics	Chapter 3	Assignment 2
18-Sep-25	Analytics		
23-Sep-25	Search Engine Marketing Part 1	Chapter 4	Assignment 3
25-Sep-25	Search Engine Marketing Part 2		
30-Sep-25	Search Engine Optimization Part 1	Chapter 5	Assignment 4
2-Oct-25	Search Engine Optimization Part 2		
7-Oct-25	Exam 1 Review		
9-Oct-25	Exam 1		
14-Oct-25	Online Ads	Chapter 6	
16-Oct-25	Simulation Session 1		Assignment 5
21-Oct-25	Display Ads	Chapter 7	
23-Oct-25	Simulation Session 2		Assignment 6
28-Oct-25	Email Marketing	Chapter 8	
30-Oct-25	Simulation Session 3		Assignment 7
4-Nov-25	Social Media Part 1	Chapter 9	
6-Nov-25	Simulation Session 4		Assignment 8
11-Nov-25	Social Media Part 2	Chapter 10	
13-Nov-25	AI-Driven Content Creation	Chapter 14	Assignment 9
18-Nov-25	Exam 2 Review		
20-Nov-25	Exam 2		
25-Nov-25	Fall Break		
27-Nov-25	Fall Break		
2-Dec-25	Simulation Session 5		
4-Dec-25	Group Project Meeting		
9-Dec-25	Class Presentations		Group project write-up due by Dec 8th 11pm CST
11-Dec-25	Class Presentations		

5 Other Policies

Media/System Requirements: Technical requirements for completing this class include a student-provided personal computer with reliable Internet access. If you need assistive technologies that have different computer and technology requirements, then you will be responsible for making those arrangements. Please check with Student Disability Services to determine the requirements for specific technologies and for assistance if necessary.

Communications: Students can expect to receive communications from the instructor (via course "Announcements" in ICON). Students are also responsible for all official correspondence sent through their University of Iowa email address. Students can expect to receive responses to email inquiries within 24-48 hours. Privacy considerations, such as federal laws, may apply when using an address other than the standard University email address.

Class Recording Policy: Some of the sessions in this course will be recorded or live-streamed. Such recordings/streaming will only be available to students registered for this class. These recordings are the intellectual property of the faculty and they may not be shared or reproduced without the explicit, written consent of the faculty member. Further, students may not share these sessions with those not in the class, or upload them to any other online environment. Doing so would be a breach of the Code of Student Conduct, and, in some cases, a violation of the Federal Education Rights and Privacy Act (FERPA).

Inclement Weather/Class Cancellation: Although it is our intent to offer every class at its assigned time, on rare occasions there are weather or other emergency events that require that alternative arrangements are made for class delivery. If that happens, please stay alert for an email from me indicating how the class will be handled. This may include: 1) Cancelling the class completely – all reading and work that was due is expected to be completed and turned in on time through ICON; 2) Holding an online version of the class (i.e., via Zoom) – you will receive an email invitation to join the session remotely from a computer with an internet connection; 3) Using recorded videos and presenting other materials to you through ICON so we can cover the course materials asynchronously.

Collegiate and University Policies and Guidelines: The administrative home of this course is the Tippie College of Business, which governs academic matters relating to the course such as the add/drop deadlines, the second-grade-only option, issues concerning academic misconduct, and how credits are applied for various graduation requirements. Different colleges might have different policies.

As a registered student in a course in the Tippie College of Business, you are responsible for the collegiate policies posted here. As a registered student in a course through The University of Iowa, you are responsible for the University policies posted here.