



MKT 350: Digital Marketing & Analytics

Term: Fall 2026

Credits: 3.0

Lecture Times & Location: Tuesday & Thursday 2:30–3:45 p.m., Lovell Hall 110

Modality: In-Person

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Instructor Information

- **Instructor:** Dr. Rhys Moreau (Assistant Professor of Marketing)
- **Email:** rmoreau@university.alkimi.ai
- **Office:** Tidewell Hall 320
- **Office Hours:**
 - Tuesday & Wednesday: 11:30 a.m.–1:00 p.m. (In person, Tidewell Hall 320)
 - Monday: 9:00–10:00 a.m. (Virtual via Zoom; link posted in Canvas)
 - Also available by appointment.

Course Description

Search, social, email, and content marketing; web and campaign analytics, A/B testing, attribution, and marketing dashboards built from live campaign data. MKT 350 explores the strategic design, multi-channel execution, and quantitative performance measurement of contemporary digital marketing campaigns. Students examine search engine optimization (SEO), paid search (PPC), social advertising, content strategy, email marketing, and automated customer journeys. Emphasizing data-driven decision making, the course provides hands-on experience in configuring web analytics platforms, establishing event tracking, designing rigorous A/B experiments, evaluating multi-touch attribution models, and constructing interactive marketing performance dashboards from live campaign data.

Prerequisites

MKT 301.

Measurable Student Learning Outcomes

Upon successful completion of MKT 350, students will be able to:

1. **Formulate Integrated Digital Strategies:** Develop comprehensive digital marketing plans across earned, owned, and paid channels aligned with customer personas and conversion funnel stages.
2. **Execute Search and Paid Digital Campaigns:** Design targeted search engine optimization (SEO) tactics and paid search/social advertising campaigns using structured keyword bidding and ad extensions.
3. **Configure Web and Event Analytics:** Set up event-based tracking frameworks, define macro- and micro-conversions, and extract actionable behavioral metrics using Google Analytics 4.
4. **Conduct Controlled A/B Experiments:** Design, implement, and analyze randomized A/B tests on landing pages and ad creative to achieve statistically significant conversion rate improvements.

5. **Model Attribution and Build Dashboards:** Evaluate rule-based and data-driven attribution models and construct automated marketing dashboards in Looker Studio to track campaign ROI.

Required Course Materials & Approximate Costs

1. **Rob Stokes. *eMarketing: The Essential Guide to Marketing in a Digital World*. 7th ed., Red & Yellow, 2020.** Free digital open access at redandyellow.co.za.
2. **Avinash Kaushik. *Web Analytics 2.0: The Art of Online Accountability & Science of Customer Centricity*. Sybex, 2010.** Approx. \$35 print purchase, or free library digital access.
3. **Total estimated cost:** \$0 to \$35.

Generative AI Policy (AI Level 3: AI Permitted Broadly with Disclosure)

In accordance with Alkimi University Academic Policies (Student Handbook §5.8), MKT 350 operates under **AI Level 3**.

- **What is permitted:** You may use generative AI tools broadly across project assignments to brainstorm creative ad copy variants for A/B testing, generate Python or SQL syntax for marketing data transformations, troubleshoot tracking scripts, and explore campaign attribution models.
- **What is prohibited:** You may not use AI tools during in-class examinations, nor may you submit unverified AI-generated marketing copy, hallucinated campaign metrics, or synthetic performance datasets as genuine empirical results.
- **Disclosure:** All submitted campaign reports, dashboards, and data analytics assignments must include an AI usage log detailing the tools consulted, prompts entered, and how AI-generated suggestions were validated and modified.

Grading Components and Weights

- **Midterm Examination 1:** 20% (In class, Thursday, September 24)
- **Midterm Examination 2:** 20% (In class, Thursday, October 29)
- **Live Digital Campaign & Analytics Dashboard Project:** 20% (Due Friday, November 20 at 11:59 p.m.)
- **Analytics & A/B Testing Lab Exercises:** 15% (Five hands-on digital marketing analytics problem sets submitted via Canvas on Fridays at 11:59 p.m.; lowest score dropped)
- **Weekly Campaign Quizzes:** 5% (Weekly online reading and concept checks in Canvas covering digital channels and attribution frameworks)
- **Comprehensive Final Examination:** 20% (Thursday, December 17, 2026, 1:00–3:00 p.m.)

Grading Scale (Alkimi University Standard)

- **A:** 93–100% | **A-:** 90–92%
- **B+:** 87–89% | **B:** 83–86% | **B-:** 80–82%
- **C+:** 77–79% | **C:** 73–76% | **C-:** 70–72%
- **D+:** 67–69% | **D:** 60–66% | **F:** Below 60%
- **Extra credit:** No extra credit assignments are offered in MKT 350. Students are encouraged to focus on iterative improvements on lab exercises and the live campaign project.

Course Schedule (Fall 2026)

Week	Dates	Topics & Readings	Assignments & Deadlines
Week 1	Aug 27	The Digital Marketing Ecosystem and Customer Journeys: Evolution of digital marketing, inbound vs. outbound models, paid/owned/earned media frameworks, and mapping the digital customer journey. <i>Reading: Stokes, Ch. 1–2</i>	<i>First day of classes: Wed Aug 26.</i>

Week	Dates	Topics & Readings	Assignments & Deadlines
Week 2	Sep 1, 3	Search Engine Optimization (SEO) Foundations: Search engine algorithms, keyword research, on-page optimization, backlink architecture, technical SEO, and mobile-first indexing. <i>Reading: Stokes, Ch. 8</i>	<i>Wed Sep 2: Add/section change deadline.</i>
Week 3	Sep 8, 10	Paid Search Advertising (PPC) and Google Ads: Pay-per-click mechanics, Google Ads structure, match types, Quality Score, ad rank formulas, and drafting high-converting ad copy. <i>Reading: Stokes, Ch. 9</i>	<i>Mon Sep 7: Labor Day (no classes). Wed Sep 9: Census date (last day to drop without a W).</i>
Week 4	Sep 15, 17	Social Media Marketing and Paid Social Campaigns: Social advertising platforms (Meta, LinkedIn, TikTok), custom and lookalike audiences, ad objectives, pixel tracking, and organic content strategies. <i>Reading: Stokes, Ch. 13–14</i>	—
Week 5	Sep 22, 24	Email Marketing, Marketing Automation, and Midterm 1: List segmentation, automated drip sequences, CAN-SPAM compliance, deliverability, and click-through metrics; Midterm Examination 1 in class. <i>Reading: Stokes, Ch. 15</i>	Midterm Examination 1 (in class).
Week 6	Sep 29, Oct 1	Content Strategy and Landing Page Design: Developing content marketing matrices, lead magnets, editorial calendars, landing page wireframing, and value propositions. <i>Reading: Stokes, Ch. 10–11</i>	—
Week 7	Oct 6, 8	Web Analytics Architecture and GA4 Configuration: Web analytics fundamentals, Google Analytics 4 (GA4) event-driven data model, event tags, parameters, and user-id tracking. <i>Reading: Kaushik, Ch. 1–3</i>	—
Week 8	Oct 15	Conversion Rate Optimization (CRO) and Funnels (Fall Break Week): Macro vs. micro conversions, bounce rates vs. engagement rates, funnel visualization, and drop-off analysis (Fall Break week). <i>Reading: Kaushik, Ch. 4–5</i>	<i>Oct 12–Oct 13: Fall break (no classes).</i>
Week 9	Oct 20, 22	A/B Testing Methodology and Controlled Experimentation: Hypothesis formulation for digital tests, sample size determination, statistical significance (p-values), multivariate testing, and test duration. <i>Reading: Kaushik, Ch. 7</i>	—
Week 10	Oct 27, 29	Attribution Modeling and Midterm Exam 2: Single-touch attribution (first-touch, last-touch) vs. multi-touch (linear, time-decay, data-driven); Midterm Examination 2 in class. <i>Reading: Kaushik, Ch. 9</i>	Midterm Examination 2 (in class).
Week 11	Nov 3, 5	Mobile Marketing and Geolocation Strategies: Mobile web vs. mobile apps, app store optimization (ASO), push notifications, SMS marketing, and geofencing campaigns. <i>Reading: Stokes, Ch. 6</i>	<i>Fri Nov 6: Last day to withdraw (W) or elect Pass/No Pass.</i>
Week 12	Nov 10, 12	Programmatic Advertising and the AdTech Landscape: Ad exchanges, demand-side platforms (DSPs), supply-side platforms (SSPs), real-time bidding (RTB), and audience data brokers. <i>Reading: Stokes, Ch. 12</i>	—
Week 13	Nov 17, 19	Marketing Dashboards and Data Visualization: Connecting live data sources to Google Looker Studio, designing executive dashboards, and storytelling with data; Project due Friday. <i>Reading: Kaushik, Ch. 12</i>	Live Digital Campaign & Analytics Dashboard Project due Fri Nov 20 at 11:59 p.m.
Week 14	Nov 24	Privacy, Cookies, and Regulatory Compliance (Thanksgiving Week): Privacy regulations (GDPR, CCPA), cookie deprecation, server-side tracking, privacy sandbox, and ethical data governance (Thanksgiving week). <i>Reading: Selected industry whitepapers</i>	<i>Nov 25–Nov 27: Thanksgiving break (no classes).</i>
Week 15	Dec 1, 3	Omnichannel Marketing and Customer Data Platforms: Integrating customer data platforms (CDPs), CRM workflows,	—

Week	Dates	Topics & Readings	Assignments & Deadlines
		omnichannel orchestration, and customer lifetime value (CLV) modeling. <i>Reading: Kaushik, Ch. 13</i>	
Week 16	Dec 8	Emerging Technologies and Course Synthesis: Generative AI in digital marketing, synthetic media, algorithmic bidding innovations, and comprehensive final review. <i>Reading: Stokes, Ch. 19 and Review</i>	<i>Wed Dec 9: Last day of classes. Thu Dec 10: Reading Day.</i>
Finals	Dec 17	Comprehensive Final Examination: Thursday, December 17, 2026, 1:00–3:00 p.m., Lovell Hall 110.	Scheduled during the university final examination period in Lovell Hall 110.

Course Policies

Attendance Policy

Active attendance in Lovell Hall 110 is essential for collaborating on hands-on software labs, live campaign exercises, and data interpretations. If illness or university travel prevents attendance, alert Dr. Moreau before class and consult Canvas for lab recordings and dataset updates. Students who miss the first two class meetings without notifying the instructor may be dropped. Students may miss class for religious observance without penalty if they notify the instructor in writing within the first two weeks of the semester (by Wednesday, September 9, 2026). Absences for university-sponsored activities (athletics, performances, conferences) are excused with a letter from the sponsoring office at least one week in advance.

Late Work Policy

Lab exercises and the Live Digital Campaign Project lose 10% per calendar day overdue and will not be accepted after three days past the deadline. Canvas quizzes cannot be taken after the deadline.

Final Exam Policy

The final examination (Thursday, December 17, 2026, 1:00–3:00 p.m.) is scheduled by the University Registrar and can't be moved without the Dean's written approval (Faculty Handbook §5.5). A student with three or more final exams on the same calendar day may reschedule one of them. Requests go to the instructor of the middle exam by the last day of classes. For this term, send the request by Wednesday, December 9, 2026 (Student Handbook §6.4).

Academic Integrity

Alkimi University is an academic community devoted to rigorous scholarship, open intellectual inquiry, and uncompromising ethical conduct. All students are subject to the regulations of the Alkimi University Academic Integrity Policy. Academic dishonesty—including plagiarism, cheating on examinations, unauthorized collaboration, fabrication of empirical data, and unauthorized submission of academic work generated by artificial intelligence—undermines the integrity of the university and carries severe disciplinary sanctions. Sanctions range from a failing grade on an assignment or exam to an administrative course failure recorded as an 'XF' on the official transcript, academic suspension, or expulsion. Suspected violations are formally investigated and resolved through the Office of Academic Integrity in accordance with Faculty Handbook §6. For detailed information, consult the Office of Academic Integrity, Lovell Hall 315, (555) 555-0163, integrity@university.alkimi.ai.

Accessibility Services

Alkimi University is committed to providing equitable educational access and reasonable accommodations for all students with documented disabilities, including physical, sensory, psychological, learning, and chronic health conditions. Students requesting academic accommodations must formally register with the Office of Accessibility Services, Harlan Hall 204, (555) 555-0155, access@university.alkimi.ai. Once approved, students will receive an official Faculty Accommodation Letter detailing approved accommodations.

Students should present this letter to the instructor as early in the semester as possible, and at least one week prior to any exam or assignment requiring accommodation. Accommodations cannot be applied retroactively.

Student Wellness and Mental Health

Your physical health, psychological well-being, and mental health are essential to your academic success. If you experience heightened stress, anxiety, depressive symptoms, personal trauma, or academic burnout, free, confidential counseling and medical care are available through the Hollis Health & Counseling Center, located in the Hollis Center. Routine appointments are available Monday–Friday 8:00 a.m.–6:00 p.m. and Saturday 10:00 a.m.–2:00 p.m. during the semester by calling (555) 555-0190 or emailing health@university.alkimi.ai. Urgent, 24/7 crisis psychological counseling is accessible immediately at (555) 555-0199.

Campus Student Support Services

- **Academic Advising Center:** Lovell Hall 101 | (555) 555-0158 | advising@university.alkimi.ai
- **Writing Center:** Whitcombe Library 3rd Floor | Free consultations on papers, reports, and research projects at any stage.
- **Whitcombe Library:** Whitcombe Library, Main Floor | (555) 555-0170 | askalibrarian@university.alkimi.ai
- **Hollis Health & Counseling Center:** Hollis Center | (555) 555-0190 | 24/7 Counseling Line: (555) 555-0199 | health@university.alkimi.ai
- **Digital Marketing Analytics Lab:** Lovell Hall | Software support for GA4, Google Looker Studio, and digital ad campaign modeling.