



STARK STATE COLLEGE

GENERAL SYLLABUS

Course Information

Course Name: E-Marketing
Course Number: MKT236

Required Materials

Textbook(s): *Digital Marketing Raj Sachdev, 2025, ISBN:9781265774929*
Required Readings: Textbook, and all information in Brightspace
Additional Materials: All information in Brightspace

Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

16-week Calendar	
Week	Chapter/Topic/Lab
1	Chapter 1: Chapter 1 Digital Marketing in a Digital World, Chapter1 Quiz, Smartbook Review Chpter1, CaseStudy 1
2	Chapter 2: Creating Value Through Digital Marketing Strategy, Chapter2 Quiz, Smartbook Review Chpter2
3	Chapter 3: Digital Consumer Behavior and Customer Relationship & Experience Management, Chapter3 Quiz, Smartbook Review Chpter 3, AI Research Paper 2
4	Chapter 4: Website Marketing Strategy, Chapter4 Quiz, Smartbook Review Chpter4, E-Marketing Project 1
5	Chapter 5: Search Engine Optimization, Chapter 5 Quiz, Smartbook Review 5, Smartbook Review Chpter5, Case Study 2
6	Chapter 6: Search Engine Marketing and Generative AI (genAI) Marketing, Chapter6 Quiz, Smartbook Review Chpter6
7	Chapter 7: Email Marketing, Chapter7 Quiz, Smartbook Review Chpter7
8	Chapter 8: Social media and Community Marketing, Chapter8 Quiz, Smartbook Review Chpter 8, E-Marketing Project 2
9	Chapter 9: Mobile Marketing, Chapter9 Quiz, Smartbook Review Chpter 9
10	Chapter 10: Digital Brand, Trust and Reputation Management Strategy, Chapter10 Quiz, Smartbook Review Chpter10
11	Chapter 10: Digital Brand, Trust and Reputation Management Strategy, ABA Gen AI Prep: Ethics and AI Usage
12	Chapter 11: Digital Marketing Legal, Ethical, Privacy and Security Considerations, Chapter11 Quiz, Smartbook Review Chpter11
13	Chapter 11: Digital Marketing Legal, Ethical, Privacy and Security, E-Marketing Project 3 Considerations, ABA Gen AI Prep: Ethics and AI Usage
14	Chapter 12: Trends and the Future of Digital Marketing, Chapter12 Quiz, Smartbook Review Chpter12

16-week Calendar	
Week	Chapter/Topic/Lab
15	Chapter 12: Trends and the Future of Digital Marketing
16	AI Research Paper #2, E-marketing Project 4

8-week Calendar	
Week	Chapter/Topic/Lab
1	Chapter 1: Chapter 1 Digital Marketing in a Digital World, Chapter1 Quiz, Smartbook Review Chpter1, CaseStudy 1 Chapter 2: Creating Value Through Digital Marketing Strategy, Chapter2 Quiz, Smartbook Review Chpter2
2	Chapter 3: Digital Consumer Behavior and Customer Relationship &Experience Management, Chapter3 Quiz, Smartbook Review Chpter 3, AI Research Paper 2 Chapter 4: Website Marketing Strategy, Chapter4 Quiz, Smartbook Review Chpter4, E-Marketing Project 1
3	Chapter 5: Search Engine Optimization, Chapter 5 Quiz, Smartbook Review 5, Smartbook Review Chpter5, Case Study 2 Chapter 6: Search Engine Marketing and Generative AI (genAI) Marketing, Chapter6 Quiz, Smartbook Review Chpter 6
4	Chapter 7: Email Marketing, Chapter7 Quiz, Smartbook Review Chpter7 Chapter 8: Social media and Community Marketing, Chapter8 Quiz, Smartbook Review Chpter 8, E-Marketing Project 2
5	Chapter 9: Mobile Marketing, Chapter9 Quiz, Smartbook Review Chpter 9 Chapter 10: Digital Brand, Trust and Reputation Management Strategy, Chapter10 Quiz, Smartbook Review Chpter 10
6	Chapter 10: Digital Brand, Trust and Reputation Management Strategy, ABA Gen AI Prep: Ethics and AI Usage Chapter 11: Digital Marketing Legal, Ethical, Privacy and Security Considerations, Chapter11 Quiz, Smartbook Review Chpter11
7	Chapter 11: Digital Marketing Legal, Ethical, Privacy and Security, E-Marketing Project 3 Considerations, ABA Gen AI Prep: Ethics and AI Usage Chapter 12: Trends and the Future of Digital Marketing, Chapter12 Quiz, Smartbook Review Chpter12
8	Chapter 12: Trends and the Future of Digital Marketing AI Research Paper #2, E-marketing Project 4