



## TEXAS WINE MARKETING RESEARCH INSTITUTE

TEXAS TECH  
College of Health & Human Sciences

# Digital Marketing and eCommerce for the Wine Industry

## SYLLABUS FALL 2025

**Course Dates:** 10/20/2025 - 12/14/2025 (8 weeks) - Asynchronous online learning | Optional Live Discussions.

**Class Meeting Day/Time:** Friday's, Noon – 1:00 p.m.

**Instructor:** Courtney Ahrenholtz, M.S., Associate Professor of Marketing and Finance

**Phone:** 512-627-1690

**E-Mail:** [cahrenho@ttu.edu](mailto:cahrenho@ttu.edu)

**Office Hours:** By Appointment

**Program Coordinator/Technical Support:** Asta Edlin, [astedlin@ttu.edu](mailto:astedlin@ttu.edu) , 806-834-5846

**Course Description:** Explore electronic tools utilized in marketing; focus on marketing communications in developing customer relationships. Explore the social media-driven marketing environment and focus on the internet and other technologies that have a profound effect on marketing today.

**Expected Outcomes:** After taking this course, one should have an understanding of:

- Foundations of Digital Marketing and E-commerce
- Attract and Engage Customers with Digital Marketing
- From Likes to Leads: Interact with Customers Online
- Think Outside the Inbox: Email Marketing
- Assess for Success: Marketing Analytics and Measurement
- Make the Sale: Build, Launch, and Manage E-commerce Stores
- Satisfaction Guaranteed: Develop Customer Loyalty Online

**To achieve the best outcomes, participants should:**

- Read or view any assigned materials prior to activity due dates
- Prepare and submit any assignments prior to activity due dates
- Ask questions if there is a need for more clarification

**Instructional Format:** This is an on-line course with an asynchronous component. An

on-line course site (Blackboard) is provided by the host institution to provide students with announcements, lectures, notes, supplemental printed and web-based materials, and assignments. It also serves as a central point for interaction/communication between the instructor and the students.

**Optional Live Class Meetings:** Live meetings (via Zoom) will be scheduled throughout the semester. Participation in these meetings is *highly encouraged*, but not mandatory. This is an opportunity for the instructor to go over important topics and for students to interact with the instructor and fellow students through questions and discussions. Students are expected to be prepared to ask questions and actively participate in the discussions. The link to the Zoom virtual classroom will be posted on the Blackboard course page. This will be the *same* virtual classroom for all live class meetings throughout the entire semester.

**Course Assignments:** There will be a weekly topic with relevant materials for review. Each week will also include a discussion and a weekly quiz. Additionally, there will be a semester project related to e-commerce and digital marketing. Some “personal assignments” will be posted; these are activities that participants may want to consider but the answers to which will not be discussed in class nor graded.

**Weekly Lecture and Short Assignments:** Online lectures/presentations and web/print-based materials will be posted on the online course site.

**Weekly Online Discussion Questions:** Students will be asked to post at least one question relating to the weekly topics – after completing the lecture and reading assignments. The instructor will address these questions directly and may also address during the live class session. Students may bring additional questions to the live meetings.

**Weekly Quizzes:** A short quiz will be posted for each weekly module.

**Semester Project:** There will be a semester-long project related to e-commerce and digital marketing which you will work on, at regular intervals throughout the semester. Specifically, students will work to design a relevant eCommerce/Digital Marketing campaign related to the wine industry.

**Late Assignments:** Late assignments are not acceptable without prior arrangements.

**Expectations and Instructor Feedback:** With an asynchronous online learning course format, students are expected to participate and be prepared to interact in the live class meetings as they can. Students also need to check the on-line course site (Canvas) for class materials and announcements. It is important that the student be aware of the required activities and assignments, and adhere to the deadlines listed in the course schedule. This will ensure a successful learning experience. The instructor will make every effort to respond to

student questions and complete assignment grading in 48 hours.

**Grade:** Grades will be on a pass/fail basis. Students must receive at least a 70% pass rate on homework submissions, quizzes, weekly discussion questions, and the semester project.

**Semester Schedule:**

**Module 1** - Introductions/Overview of Digital Marketing

**Module 2** – Strategy and Development

**Module 3** – Search Engine Optimization and Paid Advertising

**Module 4** – Website Design & Performance

**Module 5** - Content and Storytelling

**Module 6** – Social Media Strategy

**Module 7** – Analytics and Performance

**Module 8** – Future Trends / Wrap-up

Date	Details	Due Date
October 20-26, 2025	Introduction/History	10/26 Due by 11:55pm
October 27-Nov 2, 2025	Personas and Journey Maps	11/2 Due by 11:55pm
November 3-9, 2025	Content and SEO	11/9 Due by 11:55pm
November 10-16, 2025	Websites and Landing Pages	Due by 11:55pm
November 17-23, 2025	Storytelling	Due by 11:55pm
November 24-30, 2025	Social, Mobile & Email Marketing	11/30 Due by 11:55pm* Thanksgiving week, no virtual session
December 1-7, 2025	Analysis and Testing	12/7 Due by 11:55pm
December 8-13, 2025	Future trends	12/13 Due by 11:55pm
December 14	Course closes	Due by 11:55pm

***This syllabus may be amended as necessary by the instructor.***

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