

MKTG-220 Digital Marketing

Course Description: This course examines the basic principles and concepts underlying the use of digital information and communication technology by organizations and consumers. It reviews critical success factors and best practices central to the effectiveness of digital tools and social media.

3 credits

Learning Goals:

Students will:

1. explain the challenges and opportunities that digital technologies present to marketers;
2. apply digital marketing concepts by analyzing a company's web presence;
3. analyze essential digital tools and social media employed to achieve marketing goals;
4. create effective digital marketing content; and
5. evaluate digital marketing plans and strategies for effectiveness.

Planned Sequences of topics:

1. Digital marketing as part of the marketing communications mix
2. Digital marketing models and strategies
3. Essential digital marketing tools
 - a. Branding and video marketing
 - b. Digital display advertising
 - c. Web and email marketing
 - d. Search marketing
 - e. Social media marketing
 - f. Mobile marketing
4. Development of Internet marketing strategies and programs
 - a. Lead generation
 - b. Customer relationship development and management
 - c. Security and privacy
 - d. Customer acquisition
5. Measuring, analyzing, and evaluating digital marketing programs
6. Social and regulatory issues

Assessment Methods for Course Learning Goals: The assessment of Course Learning Goals is based on case studies, written assessments, and other assignments, as well as performance based tasks as appropriate.

