MKT 208 - DIGITAL MARKETING

Course Description

Students will learn how to develop a digital marketing strategy which may include display ads, search marketing, content marketing, email marketing and social media marketing. Developing an awareness of digital marketing strategies leads to an informed, critical internet consumer. Basic email and internet usage skills required. Group 2 course.

Credit Hours

2

Contact Hours

2

Lecture Hours

2

Recommended Prerequisites or Skills Competencies

ENG 111 minimum placement

General Education Outcomes supported by this course

Communications - Direct

Course Learning Outcomes

Knowledge:

- Define digital marketing terminology and best practices.

Application:

- Evaluate the tools available within digital marketing and their strategic function.

Integration:

- Incorporate the tools necessary to generate a digital promotional strategy.

Human Dimension:

- Reflect on their strengths and weaknesses as potential marketers.

Caring - Civic Learning:

- Recognize the digital marketing needs of various online communities.

Learning How to Learn:

- Illustrate comprehension of digital marketing campaigns.