

MAKT 281 : Digital Marketing

This course offers strong background concepts on where marketing meets the Internet and other forms of new media, such as smartphones and including game consoles. Specifics include online advertising and participating in social media, but it can also include online listening and monitoring and search engine optimization. In addition, the course provides a structured and comprehensive look at the complex and challenging areas of Digital Marketing. Classic marketing principles will be applied to Digital Marketing.

Credits 3

CIP Code

52.1401

Prerequisites

Or any 3 credit hours MATH. **LIBR 150** may be taken concurrently.

Prerequisite Courses

ENGL 111

LIBR 150

MAKT 201

MATH 110

Course Outcomes

After successfully completing the course, the learner will be able to:

- Knowledge of concepts that maximize the power of Digital Marketing in the business world and assess the opportunities available with Digital Marketing.
- Proficiencies in making critical strategic marketing decisions.
- An appreciation of the innovation and technology of this growing Marketing media and acquire the knowledge to implement Digital Marketing solutions into marketing strategies.
- An understanding of how digital marketing strategies fit with companies' overall marketing strategy.
- An understanding of the major tools of digital marketing: online ads, search engine optimization, paid search ads, organic social media, social media ads, and others.
- Understand how digital marketing strategies fit with companies' overall marketing strategy.