

Digital Marketing

MRKT 102

Introduction to Digital Marketing • 5.0 Credits

Provides an introduction to digital marketing concepts and how they can be used in a larger integrated marketing campaign. Students explore search engine marketing (SEM), search engine optimization (SEO), display advertising, online video, social media, mobile device marketing, content creation, e-commerce, and digital measurement/analytics. **Prerequisite:** Completion of BUS 265 with a 1.0 or higher.

MRKT 103

Social Media Strategy • 5.0 Credits

Students will learn the fundamentals of social media advertising and marketing, and how those skills impact a larger digital framework. This course is hands-on, and the curriculum is focused on the application of social media skills to craft an integrated marketing strategy and executive vision. **Prerequisite:** Completion of BUS 265 with a 1.0 or higher.

MRKT 104

Search Engine Strategy • 5.0 Credits

Students will learn the fundamentals of search engine marketing (SEM) and search engine optimization (SEO), and how those skills impact a larger digital framework. This course is hands-on, and the curriculum is focused on the application of search skills to craft an integrated marketing strategy and executive vision. **Prerequisite:** Completion of BUS 265 with a 1.0 or higher.

MRKT 150

Advertising • 5.0 Credits

This course presents the purpose of advertising. Aspects of social and economic influence on the overall marketing process, idea visualization, and the media plan, including the cost and results expected are covered. Management planning and control of advertising is emphasized. **Prerequisite:** Completion of BUS 265 with a 1.0 or higher.

MRKT 241

Measurement and Analytics • 5.0 Credits

Students will be introduced to information resources used in marketing. Students will develop proficiency with technology and its use in essential business applications and in marketing. Topics included are collecting and housing data sets, establishing business rules for data manipulation, aligning key performance indicators to larger business concerns, data visualization techniques, and interpreting and presenting findings to key decision makers. **Prerequisite:** Completion of BUS 265, MRKT 102, AND CS 101, all with a 1.0 or higher.

MRKT 251

Market Research • 5.0 Credits

This course presents basic research methods entailing procedures, questionnaire design, data analysis, and effectively communicating research results in the field of marketing. **Prerequisite:** Completion of BUS 265 with a 1.0 or higher.

MRKT 261

Online Video & TV Strategy • 5.0 Credits

Students will review the evolution from television to online platform video, including advertising. The class explores how marketing strategies and video tactics support the larger digital framework. This course is hands-on, and the curriculum is focused on the application of video skills to craft an integrated marketing strategy and executive vision. **Prerequisite:** Completion of BUS 265, MRKT 102, MRKT 150, all with a 1.0 or higher.

MRKT 271

Relationship Marketing • 5.0 Credits

Students will be introduced to the field of relationship marketing. It will promote students' proficiency with technology and its use in essential business applications and in marketing. Students will get practical, hands-on instruction along with case studies in topics that include the evolution from one-time sales to ongoing brand relationships, lifetime customer value, loyalty programs, customer service software, sales technologies, marketing automation, and customer relationship management (CRM) tools. **Prerequisite:** Completion of BUS 265, MRKT 102, AND CS 101, all with a 1.0 or higher.