

DIGITAL MARKETING

Description: The Digital Marketing focused learning module is designed for business professionals aspiring to gain knowledge and skills in digital marketing and advance careers through positions such as digital marketing manager, social media manager, and mobile media analyst. Students will learn to develop effective digital media strategies, analyze and visualize data using cutting-edge data analytic techniques, and evaluate success of social and mobile media marketing campaigns. This four-course sequence prepares students to implement successful digital media marketing strategies and campaigns and to integrate them with other branding strategies.

Courses:

1) Marketing Management 53:630:508

This course addresses marketing frameworks and decision tools for developing products and services that deliver value to customers; segmenting the market and selecting target markets; and designing and implementing the best combination of marketing variables to carry out a firm's strategy, including product, price, promotion, and distribution decisions.

2) Digital Marketing Strategy 53:630:530

This course will help students understand the digital trends that are shaping the future, provide students with the opportunity to design a digital marketing plan, experiment with today's digital marketing tools (licensed and free), and learn techniques to measure the ROI of their digital campaigns. Topics covered in this course include (but are not limited to): social media marketing, content marketing, website design, mobile marketing, search engine marketing, and email marketing. *Prerequisite: Marketing Management 53:630:508.*

3) Marketing Analytics 53:630:534

Marketing analytics refers to the practice of measuring, managing, and analyzing marketing performance to maximize its effectiveness and optimize return on investment (ROI) and other managerially driven performance metrics. This course focuses on learning and applying data analytical methods and techniques to develop digital marketing strategies. Both quantitative and qualitative tools relevant to the digital data analyses are covered in the courses (data visualization, regression modeling, attribution methods, textual analysis, etc.). *Prerequisite: Marketing Management 53:630:508.*

4) Social Media & Mobile Marketing 53:630:535

This course takes an in-depth look into the use of mobile and social media to achieve strategic marketing goals. Students will learn how to create and/or enhance a brand presence on social media, listen and engage with consumers on mobile and social media, manage healthy communities, identify and leverage influencers, utilize techniques for crisis management, design mobile apps, and assess and plan for ethical and legal issues around mobile and social media use such as privacy, security, and shared content. *Prerequisite: Marketing Management 53:630:508.*