Minnesota State University Moorhead

MKTG 325: Digital Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:
This course requires the following prerequisite
MKTG 270 - Principles of Marketing

Corequisites: None

MnTC Goals: None

The Internet is a dynamic marketplace if there ever was one. This class will give you the theoretical understanding of the Internet marketplace necessary to adapt to its many changes, while also equipping you with the skills you will need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve their use of the Internet.

The course examines digital marketing strategy, implementation and executional considerations for B-to-B and B-to-C brands and provides a detailed understanding of all digital channels and platforms. Students will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy, from formulation to implementation.

B. COURSE EFFECTIVE DATES: 02/01/2020 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. E-commerce & Digital marketing foundation
2. Web design
3. Online data analytics
4. On-site SEO/Off-site SEO
5. Paid search marketing
6. Online advertising
7. Email marketing
8. Social media marketing
9. Online reputation management
10. Mobile marketing
11. Behavior-based inference

D. LEARNING OUTCOMES (General)

1. Learn industry background knowledge to skillfully navigate Internet marketing topics including online advertising, search, social media, and online privacy.
2. Quantitatively and qualitatively evaluate an experiment to measure the effectiveness of business decisions and online advertising effectiveness in particular.
3. Apply best practices for social media marketing.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted