The new Digital Marketing Sequence:

These courses are shown in the sequence in which they should, most appropriately, be taken:

1. MKT 350, 2. MKT 370, 3. MKT 395, 4. MKT 397. Note: All students should take MKT 201 first.

MKT 350/450, Digital Marketing
This course aims to provide students with insight on how modern industry is adopting new emerging media and technologies as marketing tools. In this course, many innovative and evolutionary technologies/media will be introduced, such as blogs, mobile media, in-game advertising, virtual reality, hologram, touchscreen, social media, information kiosk in retail setting, including evolved formats of traditional media (e.g., 3-D TV, HD radio, digital outdoor media). This course includes e-buyer behavior, theoretical understandings, and case studies describing how diverse new media/technologies are adopted in business. In addition, this course will deal with ethical issues that can be found in the adoption of these diverse emerging media from the perspectives of both consumers and practitioners. The ultimate goal of this course is to familiarize students with the vocabulary/concepts, to teach practical knowledge from actual examples of technological adoptions, and finally to provide students with more future-oriented perspectives in understanding marketing strategies. (counts as MKT and IS elective for dual majors) Prerequisite: MKT 201.

MKT 370, Special Topics in Digital Marketing
This course introduces students to a few major categories of Internet marketing: display advertising, content marketing, email marketing, public relations and branding. Students taking this course will gain entry-level exposure to each major topical area, in addition to subtopics and related concepts. Through a combination of real-life examples, case studies and hands-on practice, students are expected to gain a solid understanding of how a firm can leverage each of these strategies in a high-level marketing plan. Prerequisite: MKT 201.

MKT 395, Social Media Branding & PR
As the market places shifts its attention from traditional media (e.g. Television, Radio, Print) to Online Social Networks, Blogs, Podcasts and other forms of social media, business organizations are changing their traditional advertising and public relations practices. Students in this course will learn how to monitor brand identity and reputations online, how to generate online conversations and enhance a company’s brand identity in the digital world. You will learn how to leverage social media to create and maintain relationships with loyal customers and develop online advertising strategies. Prerequisites: MKT 201.

MKT 397, Search Marketing
Search marketing teaches students how to leverage the power of search engines for promoting brands, products and services. Students learn how to improve a company’s organic (unpaid) listing in search results. In addition, they learn the best ways to invest in paid search listings, including strategies for maximizing the impact of advertising on limited marketing budgets. Finally, students learn how to track the effectiveness and ROI on search marketing
campaigns by tracking key metrics and using analytical decision making to demonstrate the impact and success of this powerful digital channel. The Search Marketing course delivers - A practical, hands-on exposure to how search engines work, how you can improve your company’s listing in search results, and how you can use analytics to learn more about your target audience. *(counts as MKT and IS elective for dual majors)* Prerequisites: MKT 201.