Sinclair Community College
444 E. Third St.
Dayton, OH 45402

Master Syllabus

MRK 2135 - Digital Marketing

Division: Business and Public Services

Department: Marketing

Credit Hour Total: 3.0 **Lecture Hrs:** 3.0

Date Revised: October 2012

Course Description:

Explore existing and emerging technologies and approaches used by successful digital marketers to acquire, cultivate and measure customer relationships. Topics such as social media, search engines, email, internet marketing, content management, emerging media and metrics will be studied.

General Education Outcomes:

- Critical Thinking/Problem Solving
- Written Communication
- Values/Citizenship/Community
- Computer Literacy
- Information Literacy
- Oral Communication

Course Outcomes:

Terminology and Concepts
Apply core terminology and concepts involved in digital marketing.

Assessment Method: Locally developed exams
Performance Criteria: 70% or better on exams

Analysis and Measurement
Explain how and why digital marketers test, measure and analyze the effectiveness of online marketing strategies and campaigns.

Assessment Method: Locally developed exams
Performance Criteria: 70% or better on exams

Assessment Method: Simulations
Performance Criteria: 70% or better based upon locally developed skills rubric

Digital Marketing Strategies
Analyze business situations to recommend appropriate online acquisition, conversion and retention strategies.

Assessment Method: Simulations
Performance Criteria: 70% or better on cases

Digital Marketing Campaign
Develop and present an integrated digital marketing campaign for a client business.

Assessment Method: Simulations
Performance Criteria: 70% or better on department rubric for client project

Outline:

Introduction to Online Marketing
Online Customer Experience
E-Commerce and Internet Marketing
Search Engine Marketing
Blogs and Content Marketing
Social Media Marketing Strategies
Social Media Channels and Tools
M-Commerce and Emerging Media
Multichannel Campaigns and Analytics