

## 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

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### 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 Competency
- ▣ Written Communication Competency
- ▣ Values/Citizenship/Community Competency
- ▣ Computer Literacy Competency
- ▣ Information Literacy Competency
- ▣ Oral Communication Competency

### 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