DIGITAL MARKETING — MKTC 2506

A. Course Description
   - Credits: 3.00
   - Lecture Hours/Week: 3.00
   - Lab Hours/Week: 0.00
   - OJT Hours/Week: 0
   - Prerequisites: None
   - Corequisites: None
   - MnTC Goals: None

   Digital marketing uses marketing strategies through electronic devices such as computers, tablets, and other mobile devices to engage with consumers and other business partners. Internet Marketing is a major component of digital marketing. In this course, we will cover the what, why, and how of major current approaches, including online listening and monitoring, search engine optimization, search ads, email marketing, and participating in social media. The course is designed to offer knowledge on digital trends and teach students how to remain current as technology and devices evolve. In addition, students will receive relevant hands-on experience through assignments and exercises.

B. Course Effective Dates: 5/21/14 – Present

C. Outline of Major Content Areas
   - As noted on course syllabus

D. Learning Outcomes
   1. Adopt best practices in graphical displays of information
   2. Define customer characteristics and behavior
   3. Define how new technology affects the dissemination of information to consumers
   4. Define search rankings
   5. Define the ethics of online research
   6. Define ways innovations will extend current marketing practices
   7. Determine best practices for video marketing strategies
   8. Determine listening strategies as they relate to online sentiment for brands and companies
   9. Determine strategies to drive traffic to a website
   10. Determine the best way to analyze ROI on digital marketing strategies
11. Determine the major online advertising approaches
12. Develop mobile marketing campaign strategies
13. Develop skills to run search ad campaigns
14. Develop social media marketing strategies
15. Discuss consumer navigation behavior
16. Discuss distribution technology used on the web
17. Discuss online focus groups
18. Discuss pricing technology used on the web
19. Establish actionable objectives for digital marketing initiatives
20. Establish direct response and database foundations for internet marketing
21. Establish habits for keeping current on emerging digital technologies
22. Establish search engine optimization (SEO) best practices
23. Examine best practices for customer relationship development and retention
24. Examine effectiveness of online advertising and promotions
25. Examine the social, legal, and ethical issues that impact digital marketing and data privacy
26. Explain e-marketing data
27. Explain the electronic marketing information system
28. Explain the use of database marketing in e-marketing plans
29. Gain experience with online advertising and targeting techniques
30. Gain experience with web site analytic tools and how to interpret the data
31. Recommend keywords for websites and search ads using search behavior research and competitive analysis
32. Recommend ways to successfully evaluate digital marketing goals and objectives

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

F. Learner Outcomes Assessment
   As noted on course syllabus

G. Special Information
   None noted