BUAD 3569: Digital Marketing

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course provides a broad overview of the digital marketing techniques needed for successful marketing campaigns in a digital economy. Students will learn digital marketing core principles and strategic aspects of the customer experience, analytics, digital content monetization, and online customer acquisition. In this course, students will explore digital marketing tools and tactics for web page design, search engine optimization, online advertising, email marketing, social media marketing, display advertising, paid search marketing, and online reputation management. Prerequisites: BUAD 2280 and BUAD 3361; or consent of instructor.

B. COURSE EFFECTIVE DATES: 12/16/2023 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Business-to-Business (B2B) and Business-to-Consumer (B2C) Activities
2. On-Site and Off-Site Search Engine Optimization (SEO)
3. Paid Search Marketing
4. Online Advertising
5. Web Analytics
6. Email Marketing
7. Social Media Marketing
8. Web Design
9. Online Reputation Management (ORM)
D. LEARNING OUTCOMES (General)

1. analyze the effectiveness of ads and landing pages using keyword research and bid management strategies.
2. evaluate how ads match motivations and preferences of target personas.
3. design display ads for target personas using graphic applications.
4. recommend ways to improve the performance of a website using webpage and social media analytics.
5. develop an email marketing campaign.
6. develop a social media marketing campaign.
7. develop a digital marketing campaign using web design best practices.
8. develop an action plan to monitor, measure, manage, and adjust budgets for a firm’s online reputation.
9. explain the differences between business-to-business (B2B) and business-to-consumer (B2C) techniques in digital marketing.
10. demonstrate on-site search engine optimization (SEO) for a landing page through keyword research and mapping keywords.
11. demonstrate off-site search engine optimization (SEO) by creating linkable content.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted