

North Hennepin Community College

BUS 2640: Fundamentals of 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 will focus on the introduction and insights to a breadth of core and emerging digital channels and disciplines, including search engine optimization, website analytics, search and display ads, email marketing, social media, and social listening/monitoring.

Designed to get students to think like a digital marketing professional, Fundamentals of Digital Marketing will help students establish habits for keeping up to date on emerging digital technologies relevant to business and to marketing, tie the use of digital marketing activities to business objectives, and identify and design data sources that allow students to track performance for digital marketing activities.

Students will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy.

B. COURSE EFFECTIVE DATES: 06/07/2021 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted