Alexandria Technical and Community College

MKTG 2530: Digital Marketing

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: 0
OJT Hours/Week: *.*

Prerequisites:
This course requires the following prerequisite
MKTG 2525 - Principles of Marketing (Number of Years Valid: 5)

Corequisites: None
MnTC Goals: None

Learners will gain a theoretical understanding of the rapidly changing digital marketplace. Learners will
gain skills needed to perform digital marketing functions, evaluate effectiveness of activities, and make
changes for improvement.

B. COURSE EFFECTIVE DATES: 03/06/2023 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Understand multiple web design principles.
2. Apply design principles for website improvement.
3. Design a website.
4. Determine appropriate Key Performance Indicators (KPIs) for websites and other digital marketing
efforts.
5. Understand how search engines work and how to improve search engine optimization.
6. Understand various methods of online advertising.
7. Understand best practices for communicating with markets through email campaigns.
8. Design an effective social media campaign.
9. Understand tactics for online reputation management.
10. Understand regulations, privacy concerns, and data security for digital marketing efforts.

D. LEARNING OUTCOMES (General)

1. Complete a Search Engine Optimization (SEO) audit of a website and perform optimization activities
to improve rankings.
2. Design and implement an email campaign.
3. Run a social media advertising campaign and evaluate its effectiveness.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted