

COURSE CODE: BUAD 200

COURSE TITLE: Digital Marketing

Calendar Description

This course examines digital marketing in the 21st century, introducing the concepts, strategies, and tactics utilized in today's fast-paced, mobile, and globally connected markets. Learners explore various components of a digital marketing campaign and study how to design, implement, manage, and measure such components within an organization's integrated marketing strategy (also offered by Distance Education).

Prerequisite(s): BUAD 116 or TOUR 130

Co-requisite(s): None

Prerequisite For: BUAD 333, BUAD 334, & BUAD 335

Learning Outcomes

Outcome Upon completion of this course students will be able to:

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- Describe the tools, technologies, and components required to implement, manage, monitor, and evaluate a digital marketing campaign.
- Describe the possible metrics useful in evaluating the success and return on investment (ROI) of a specific campaign component.
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Course Schedule

(Subject to change at the discretion of the professor)

Date	Topic	Textbook
	Monday, July 8, First day of class Friday, July 12, Last day to register for Summer Session II 2024 Friday, August 2, Last day to withdraw from class without academic penalty Monday, August 5, Statutory holiday (no classes)	
2024 Week:	Friday, August 16, Last day of class	