

## DMKT2200 - Introduction to Digital Marketing

| Credits:           | 3 (3/0/0)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Description:       | This course provides a broad overview of the digital marketing techniques needed for successful marketing campaigns in a digital economy. Students will gain a fundamental understanding of the digital marketing core principles needed for the 21st century consumer. Topics will include webpage design, analytics, search engine optimization (SEO), pay-per-click, email marketing, social media marketing and mobile marketing. This class prepares students for more advanced digital marketing courses.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Prerequisites:     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Corequisites:      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Pre/Corequisites*: |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Competencies:      | <ol> <li>Examine the customer journey process within digital marketing.</li> <li>Examine the principles of design thinking using empathy, ideation and experimentation.</li> <li>Examine the relationship between a firm's business goals and digital marketing objectives.</li> <li>Examine web design best practices in developing a digital marketing campaign.</li> <li>Demonstrate an understanding of key performance indicators in measuring a digital marketing strategy.</li> <li>Examine the elements of on-site and off-site SEO.</li> <li>Practice basic on-site SEO for a landing page.</li> <li>Examine content marketing and its importance in the consumer buying process.</li> <li>Practice keyword research and bid management.</li> <li>Create an email marketing campaign.</li> <li>Create content for an introductory digital marketing campaign.</li> <li>Examine A/B testing practices in the development of ads in a digital marketing campaign.</li> <li>Apply financial budget decisions to a simulated digital marketing campaign.</li> </ol> |
| MnTC goal areas:   | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

<sup>\*</sup>Can be taking as a Prerequisite or Corequisite.