

Course Title	DIGITAL MARKETING
Course Code	MKT 224
Course Purpose and Objectives	The purpose of this course is to prepare students with a foundational understanding of digital marketing channels and how successful marketing campaigns use the various social media sites and mobile-marketing. This course requires previous knowledge in traditional Marketing concepts that will be compared with online Marketing. Students will develop Internet marketing strategy and goals. They will also select appropriate Internet marketing tools to achieve marketing & sales goals. The course helps students understand the strategy behind digital marketing and its implementation.
Learning Outcomes	<ol style="list-style-type: none"> 1. Define Digital Marketing and its importance. 2. Explain the use of social media and its effectiveness. 3. Explain how buyers behave online. 4. Demonstrate how to use digital marketing techniques to influence target segments. 5. Outline the effect that mobile technologies have to buyers. 6. Choose appropriate digital marketing tools to achieve marketing & sales goals.
Course Content	<ul style="list-style-type: none"> • Social Media Marketing • Consumer Behavior Online • Digital/Internet Marketing Strategy • Content Marketing • Strategy Social Media Management • Owned Media: The online store • Mobile and Email marketing • Facebook Advertising • Search Engine Marketing, (SEM), Search Engine Optimization (SEO)