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| Course Title | DIGITAL MARKETING STRATEGY |
| Course Code | MKT 322 |
| Course Purpose and Objectives | The purpose of this course is to examine digital marketing strategies, techniques and implementation considerations providing a good knowledge of various digital platforms and channels used in implementing on line marketing strategies. Students will be able to critically evaluate appropriate digital marketing strategies for given situations. |
| Learning Outcomes | <ol style="list-style-type: none"> 1. Assess the online marketplace and digital environment. 2. Propose appropriate digital media for different market segments. 3. Create content for various digital campaigns. 4. Elaborate on the importance of social media in strengthening customer loyalty. 5. Assess on line marketing campaigns and goal setting. |
| Course Content | <ul style="list-style-type: none"> • Digital Marketing • Online Marketplace • Digital Marketing Strategy • Digital Media and the Marketing Mix • Relationship Marketing using Digital Platform • Delivering Digital Customer Experience • Campaign Planning for Digital Media • Marketing Communication Using Digital Media Channels |