

Course Title	<b>DIGITAL MARKETING OPTIMIZATION STRATEGIES</b>
Course Code	<b>MKT 324</b>
Course Purpose and Objectives	<p>This course introduces students to the principles and practices of digital marketing strategies in order to optimize the marketing effort. It focuses on the development and application of digital marketing strategies across various online platforms and channels. Students will explore key digital tools, techniques, and campaign planning methods used in the modern business environment. By the end of the course, students will be able to analyze business scenarios and select appropriate digital marketing strategies to meet organizational goals effectively.</p>
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Analyze the digital marketing environment.</li> <li>2. Demonstrate the role of digital marketing communications in customer engagement</li> <li>3. Examine the strategic importance of digital transformation</li> <li>4. Illustrate how to create digital marketing strategies for optimized results</li> <li>5. Inspect digital strategic planning</li> </ol>
Course Content	<p><b>Introduction to Digital Marketing</b></p> <p><b>Navigating the Online Marketplace</b></p> <p><b>Developing a Digital Marketing Strategy</b></p> <p><b>Digital Media and the Extended Marketing Mix</b></p> <p><b>Relationship Marketing in the Digital Age</b></p> <p><b>Creating and Delivering the Digital Customer Experience</b></p> <p><b>Digital Campaign Planning and Execution</b></p> <p><b>Digital Communication Channels and Performance Marketing</b></p>