

Course Title	<b>MARKETING &amp; DIGITAL AGE</b>
Course Code	<b>MKT 303</b>
Course Purpose and Objectives	This course offers an in-depth knowledge of digital marketing issues, tools, and platforms taking into consideration modern marketing practice. Students will engage in the formulation of comprehensive digital marketing plans, including setting measurable objectives, segmenting online audiences, selecting appropriate digital tools in order to properly communicate with the defined audience, and evaluating campaign performance.
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Analyze social media and its importance.</li> <li>2. Examine different digital marketing techniques.</li> <li>3. Inspect how buyers behave in the digital era.</li> <li>4. Appraise owned and earned media.</li> <li>5. Analyse mobile and email marketing techniques.</li> <li>6. Evaluate the risks associated with marketing in the digital era.</li> </ol>
Course Content	<p><b>Social Media Marketing</b></p> <p><b>Consumer Behavior in Digital Environments</b></p> <p><b>Digital and Internet Marketing Strategy</b></p> <p><b>Content Marketing Strategy</b></p> <p><b>Digital Positioning</b></p> <p><b>Strategic Social Media Management</b></p> <p><b>Owned Media and E-Commerce Infrastructure</b></p> <p><b>Strategic Risks and Considerations</b></p>