

EM-BAS 311 : Digital Marketing

Credits 5

Quarter Offered Fall

This course will cover the foundations of digital marketing. Students will explore how to create visibility and attract customers through search engine marketing as well as social media marketing. Topics will also include but are not limited to how to build and maintain consumer and business relationships through email marketing, content marketing as well as exploring digital marketing plans. This class may include students from multiple sections.

Must be seeking a Bachelor of Applied Science in Management degree to enroll. If interested, visit pencol.edu/bas.

Prerequisites

Entrepreneurship/Marketing Management BAS Program Admittance

Course Outcomes

- Identify core concepts of marketing and the role digital marketing has in today's business environment.
- Explain search engine marketing and the role it plays in digital marketing.
- Describe the importance of social media marketing.
- Formulate a plan with an effective online presence.
- Evaluate the effectiveness of a digital marketing campaign using the appropriate tools.
- Discuss customer relationship development in digital marketing.