

Dakota County Technical College

MKTC 2506: Digital Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Digital marketing uses marketing strategies through electronic devices such as computers, tablets, and other mobile devices to engage with consumers and other business partners. Internet Marketing is a major component of digital marketing. In this course, we will cover the what, why, and how of major current approaches, including online listening and monitoring, search engine optimization, search ads, email marketing, and participating in social media. The course is designed to offer knowledge on digital trends and teach students how to remain current as technology and devices evolve. In addition, students will receive relevant hands-on experience through assignments and exercises.

B. COURSE EFFECTIVE DATES: 05/21/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Adopt best practices in graphical displays of information
2. Define ways innovations will extend current marketing practices
3. Determine listening strategies as they relate to online sentiment for brands and companies
4. Determine the best way to analyze ROI on digital marketing strategies
5. Determine the major online advertising approaches
6. Establish actionable objectives for digital marketing initiatives
7. Establish habits for keeping current on emerging digital technologies
8. Gain experience with web site analytic tools and how to interpret the data
9. Recommend keywords for websites and search ads using search behavior research and competitive analysis
10. Define customer characteristics and behavior
11. Define how new technology affects the dissemination of information to consumers
12. Define search rankings
13. Define the ethics of online research
14. Determine best practices for video marketing strategies
15. Determine strategies to drive traffic to a website
16. Develop mobile marketing campaign strategies
17. Develop skills to run search ad campaigns
18. Develop social media marketing strategies
19. Discuss consumer navigation behavior
20. Discuss distribution technology used on the web
21. Discuss online focus groups
22. Discuss pricing technology used on the web
23. Establish direct response and database foundations for internet marketing
24. Establish search engine optimization (SEO) best practices
25. Examine best practices for customer relationship development and retention
26. Examine effectiveness of online advertising and promotions
27. Examine the social, legal, and ethical issues that impact digital marketing and data privacy
28. Explain e-marketing data
29. Explain the electronic marketing information system
30. Explain the use of database marketing in e-marketing plans
31. Gain experience with online advertising and targeting techniques
32. Recommend ways to successfully evaluate digital marketing goals and objectives

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted