Digital Marketing
2022 Course Descriptions

Upon completion, students will earn an Award of Completion. Please note that **all courses and information subject to change.**

Quarter 1
Available Winter, Spring, Summer, and Fall quarters

All students will take the following courses:

- Digital Marketing
- Content Marketing
- Digital Marketing Analytics
- Marketing Project
- **One Elective Course:** Sample electives may include Behavioral Economics, Elements of Marketing and Search Engine Optimization

DIGITAL MARKETING   **3 UNITS**

In the ever-evolving marketing landscape, it has become imperative for a business to integrate digital marketing efforts into its overall marketing strategy. Students in this course will explore the development, production and implementation of digital-marketing delivery methods including, but not limited to, email marketing, web-based marketing, search-engine optimization (SEO), online advertising, and social media. The curriculum will introduce tools to appropriately measure and evaluate the effectiveness of digital-marketing campaigns that are designed to improve the experience of the consumer. New trends, as well as key opportunities for innovation, will also be included.

CONTENT MARKETING   **3 UNITS**

Content marketing is defined as the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action. Well-developed content is the heart of a successful marketing campaign.

DIGITAL MARKETING ANALYTICS   **3 UNITS**

Audiences are spending more of their time online and in response, marketers are spending more of their resources there. With a seemingly limitless sea of options as to where to be present online, how do we decide where to start? And once we do, how do we know what's working? This course will take students through navigating the digital landscape and how to utilize data to guide this journey. Students will develop an understanding of what marketing channels contribute to a cohesive online presence, exploring areas such as organic and paid search, social media, and email marketing. Students will learn to identify key performance indicators to assess the performance of each channel as well as how to leverage these insights to shape future strategy. With a primary focus on Google Analytics data and other online data tools, students will gain an overarching view of how each channel in their marketing mix is performing and how to shape future strategy accordingly.

MARKETING PROJECT   **2 UNITS**

This Market Research workshop will teach you the basic skills needed to gather reliable market research and compile this information in a way that will improve your ability to make meaningful marketing decisions. This course will provide a high-level overview of the use and applications of market research. You will learn practical tools for finding secondary data sources in databases and Internet search engines. Students will be provided a brief overview of market research surveys and case studies and see examples of well-designed questionnaires and how to understand research findings.

Students will also be able to choose one <u>elective</u> from a list of pre-determined courses, provided by the program. The list will include a variety of electives. Students must take 12 credits per quarter, according to their visa status.