

DIGITAL MARKETING (DMCX)

DMCX 200 Viral and Organic Growth 3 credits

Viral and Organic growth have become the gold standard by which content marketing efforts are judged. This type of growth is highly valuable, because it tends to be relatively cost-efficient, and drives brand heat. Companies which generate content that spreads through the internet with minimal effort and cost are among the most successful at growing their brand awareness and consumer base. This course is intended to teach students what drives users to share content, how to build shareable content, and how to run contests and build content marketing plans that lead to viral or organic growth.

DMCX 300 Social Media Marketing 3 credits

The average consumer spends nearly 2.5 hours per day on social media sites so it is no surprise that having a presence on social media has become a vital component of marketing strategy. Social media marketing allows marketers to connect with customers in unique and powerful ways and so a strong understanding of how social media is used as part of a comprehensive marketing strategy has become a necessity for anyone wishing to enter the field. This course explores how to effectively use social media to move consumers to action in myriad contexts. By the end of this course, students will be comfortable with the principles of social media marketing strategy, and will be able to integrate social campaigns into an effective marketing plan.

DMCX 350 Email Marketing 3 credits

Email marketing is one of the primary avenues by which modern businesses drive customer acquisition. This course will teach students how to craft successful email marketing campaigns when targeting business or individual customers. Students will also learn how to use email campaigns for customer engagement and activation. Students will learn how to write emails that drive customers to take desired actions, and how to structure email campaigns for maximum effect. This course will ask students to build their own marketing campaigns to advertise an imaginary product, and to evaluate and improve existing email campaigns.

DMCX 400 Search Engine Optimization/Search Engine Marketing (SEO/SEM) 3 credits

When a potential customer is looking for a product, how do they find the right one? Often times, they'll ask Google or other search engines. Search Engine Optimization (SEO) and Search Engine Marketing (SEM) help companies become more visible to customers by ensuring that they are among the first companies someone sees when doing initial research. This course is intended to introduce students to the concepts of Social Media Marketing and Optimization, and teach them how to use these tools to drive top-of-funnel growth, also known as lead generation.

DMCX 425 Marketing Analytics 3 credits

Marketing professionals today have access to incredible amounts of data. The ability to use this data is what differentiates successful marketing efforts from failed ones. In this course, students will learn how to analyze digital customer behavior data using a range of tools, and use that data to test marketing hypotheses and improve customer acquisition.