

# DIGITAL MARKETING (DMCX)

## **DMCX 105 Introduction to Digital Marketing 3 credits**

Digital Marketing is a dynamic field with many different channels, each targeting unique audiences using specific analytics tools and strategies. This course uses case studies and hands-on exploration to survey these channels and trends, introducing key marketing concepts and how they connect to business and sales goals. Students will practice using real-world digital marketing tools and create strategy plans based on research and analysis of successful campaigns. This course is offered through Rize.

## **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. This course is offered through Rize.

## **DMCX 210 Going Viral and Growth Hacking 3 credits**

"Going viral" is crucial for businesses. Companies that create content that spreads quickly online can significantly grow their brand. "Growth hacking" maximizes every opportunity and extracts value from every move. This course teaches what drives people to share content and how to create shareable, meme-worthy material that boosts growth. You'll also discuss the ethics of going viral and handling negative publicity. This course is offered through Rize.

## **DMCX 300 Social Media Marketing 3 credits**

The average consumer spends 2.5 hours per day on social media sites. This course explores how to effectively use social media to move those consumers to action. In order to be a successful marketer, you must be able to plan a campaign that aligns with strategic goals, execute using the appropriate channels and tactics, and measure the success or failure of your efforts. By the end of this course, you will learn how to do just that.. This course is offered through Rize. (Prerequisite: DMCX 105).

## **DMCX 325 Social Media Marketing, Brand Awareness, and Engagement 3 credits**

The average consumer spends 2.5 hours per day on social media sites. This course explores how to effectively use social media to move those consumers to action. In order to be a successful marketer, you must be able to plan a campaign that aligns with strategic goals, execute using the appropriate channels and tactics, and measure the success or failure of your efforts. By the end of this course, you will learn how to do just that. This course is offered through Rize. (Prerequisite: DMCX 105)

## **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. This course is offered through Rize. (Prerequisite: ENG 121 or equivalent).

## **DMCX 365 Lifecycle and Email Marketing 3 credits**

Lifecycle marketing is essential for businesses to maintain continuous engagement with customers by tailoring content to their specific stages. Emails are crucial for creating direct, personalized communication that varies by lifecycle stage. In this course, you'll learn to craft successful email campaigns within lifecycle marketing plans. By the end, you'll build a marketing campaign that drives customers to take desired actions based on their lifecycle stage. This course is offered through Rize. (Prerequisite: DMCX 105)

## **DMCX 375 Digital Marketing Analytics and Experimentation 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, you'll learn to design experiments that rigorously test various marketing decisions, analyze digital customer behavior data using a variety of tools, and leverage data to refine marketing strategies and improve customer acquisition. This course is offered through Rize. (Prerequisite: DMCX 105)

## **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. This course is offered through Rize. (Prerequisites: BUS 270 or MAR 301, College Level Math, DMCX 300 or DMCX 350 or DMCX 400).