

## DMKT2200 - Introduction to Digital Marketing

Credits:	3 (3/0/0)
Description:	This course provides a broad overview of the digital marketing techniques needed for successful marketing campaigns in a digital economy. Students will gain a fundamental understanding of the digital marketing core principles needed for the 21st century consumer. Topics will include webpage design, analytics, search engine optimization (SEO), pay-per-click, email marketing, social media marketing and mobile marketing. This class prepares students for more advanced digital marketing courses.
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> <li>1. Examine the customer journey process within digital marketing.</li> <li>2. Examine the principles of design thinking using empathy, ideation and experimentation.</li> <li>3. Examine the relationship between a firm's business goals and digital marketing objectives.</li> <li>4. Examine web design best practices in developing a digital marketing campaign.</li> <li>5. Demonstrate an understanding of key performance indicators in measuring a digital marketing strategy.</li> <li>6. Examine the elements of on-site and off-site SEO.</li> <li>7. Practice basic on-site SEO for a landing page.</li> <li>8. Examine content marketing and its importance in the consumer buying process.</li> <li>9. Practice keyword research and bid management.</li> <li>10. Create an email marketing campaign.</li> <li>11. Create content for an introductory digital marketing campaign.</li> <li>12. Examine A/B testing practices in the development of ads in a digital marketing campaign.</li> <li>13. Apply financial budget decisions to a simulated digital marketing campaign.</li> </ol>
MnTC goal areas:	None

\*Can be taken as a Prerequisite or Corequisite.