DMKT2350 - Current Trends in Digital Marketing

Credits:	3 (3/0/0)
Description:	This course offers an in-depth examination of the rapidly evolving forces shaping today's digital marketing landscape. Because the industry advances at an accelerated pace, specific areas of focus may shift each semester, ranging from emerging technologies and platform innovations to changing consumer behaviors and regulatory developments. Students critically evaluate current industry practices and refine their proficiency with contemporary tools to design adaptive, data-informed marketing strategies. Emphasis is placed on understanding how innovation, analytics, and cultural shifts influence the effectiveness of digital marketing across both private and nonprofit sectors.
Prerequisites:	• DMKT2200
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Recognize how emerging developments influence the digital marketing environment. 2. Describe how changes in technology or media may affect marketing practices. 3. Discuss emerging ideas and concepts related to digital marketing. 4. Recognize shifts in consumer expectations and digital behavior. 5. Explore potential implications for new or evolving marketing approaches. 6. Reflect on the opportunities and challenges presented by ongoing change. 7. Consider how evolving trends may shape future marketing activities. 8. Examine broad patterns and themes within a continually changing digital landscape. 9. Identify opportunities for marketers to proactively respond to industry disruptions.
MnTC goal areas:	None

Can be taking as a Prerequisite or Corequisite.

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