

Course Outline for: BUSN 2420 Digital Marketing**A. Course Description:**

1. Number of credits: 3
2. Lecture hours per week: 3
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: None

The use of digital information space is expanding exponentially. From simple banner ads to sophisticated processes of customer engagement, businesses use digital marketing to enhance their ability to attract, engage, and convert potential customers. Through the exploration and evaluation of different marketing tools and strategies, students develop the essential skills and knowledge to choose and implement marketing strategies that will allow businesses to thrive in the rapidly evolving digital marketplace.

B. Date last revised: March 2024**C. Outline of Major Content Areas:**

1. Web Design
2. Analytics
3. Search Engine Optimization (SEO)
4. Search Engine Marketing
5. Online Marketing
6. Email Marketing
7. Social Media
8. Online Reputation Management

D. Course Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Identify user-friendly website design principles.
2. Apply analytics tools to measure, analyze, and optimize digital marketing campaign performance.
3. Implement effective Search Engine Optimization (SEO) strategies to improve website visibility and organic reach.
4. Execute Search Engine Marketing (SEM) campaigns for online advertising.
5. Develop online marketing strategies across various digital channels.
6. Design email marketing campaigns to reach and nurture target audiences.
7. Leverage social media platforms to build brand presence and engage with the target audience.
8. Implement Online Reputation Management strategies to maintain and enhance a positive online brand image.

E. Methods for Assessing Student Learning:

Methods for assessment may include, but are not limited to, the following:

1. Online discussions
2. Quizzes
3. Tests
4. Written Exercises
5. Simulations
6. Projects (examples would include writing broadcast emails, creating email sequences, lead magnets, writing blog posts, podcasts, video marketing, webinars, and other forms of content marketing)

F. Special Information:

None