

**DMK 700 SEO and Digital Marketing Research****3  
Credits**

Covers state-of-the art tools and techniques for search engine optimization including: search engine algorithms, keyword research, on page/technical SEO, schema, off page/link-building, local SEO, voice search, domain authority, KPIs, dashboards, position tracking, content channel matrix, user experience (UX), third party SEO tools, SEO ethics/best practices, SEO v. PPC, and SEO trends. (3 credits)

[DMK 700 course syllabus](#)

**DMK 705 Customer Data Analysis and Decisions****3  
Credits**

Covers cross-functional Customer Relationship Management (CRM) data analysis topics including: marketing funnel, brand strategy, personas, building and managing customer lists/data scraping (lead generation), privacy considerations, Salesforce, Hubspot, automation, data analysis, customer segmentation, marketing communications, association rules, sentiment analysis, campaign metrics and strategies, web analytics, key performance indicators (KPI's). (3 credits)

[DMK 705 course syllabus](#)

**DMK 710 Digital Marketing Technologies****3  
Credits**

This course covers industry-leading technologies for digital marketing, including: Visualization, social media management, email marketing, and analytics tools. Platforms may include Tableau, R, R-shiny, Salesforce, Marketo, Google Data Studio, Google Analytics, Google Tag Manager, Zoho, Hubspot, and Zapier. (3 credits)

[DMK 710 course syllabus](#)