WISCONSIN
ONLINE COLLABORATIVES

Fall 2025

Course Preview Week: August 26 - September 01, 2025
Semester Dates: September 02 - December 12, 2025

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, Salefsorce, Marketo, Google Data Studio, Google Analytics, Google Tag Manager, Zoho, Hubspot, and Zapier. (3 credits)

[DMK 710 course syllabus](#)