

Fall 2026

Registration Opens: April 13, 2026

Course Preview Week: September 01 - September 07, 2026

Semester Dates: September 08 - December 18, 2026

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](#)