

DMK 730 Legal and Ethical Considerations in Digital Marketing	3 Credits
This course explores the legal and ethical considerations in digital marketing. Topics include data collection, data sharing, security and privacy, intellectual property/copyrights/trademarks, licensing, non-disclosure agreements, contracting, obligations and liabilities, accessibility, international considerations, diversity, equity, inclusion, business ethics, and changing industry regulations. (3 credits)	
DMK 735 Digital Marketing Strategy and Tactics	3 Credits
This course explores omni-channel digital marketing and brand strategy, channels, platforms, and tactics used in today's marketplace. Students develop a deep understanding of their organization or client, competitors, and their target customers, and create an integrated digital marketing strategy—from concept to completion—to meet organizational objectives. (3 credits)	
DMK 735 course syllabus	
DMK 740 Digital Marketing Management	3 Credits
This course explores digital marketing management and focuses on building and leading diverse project teams with internal and external stakeholders. Students develop and use project management skills and applications, effectively manage financial and human resources, evaluate, optimize, and report on digital marketing plan performance to achieve organizational objectives. (3 credits)	