

Spring 2026

Course Preview Week: January 20 - January 26, 2026

Semester Dates: January 27 - May 08, 2026

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](#)