

Summer 2026

Registration Opens: March 09, 2026

Course Preview Week: May 19 - May 25, 2026

Semester Dates: May 26 - August 07, 2026

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)