

# Syllabus for DMK735: Digital Marketing Strategy and Tactics

---

## Course Description

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.

## Prerequisite(s)

None.

## Course Materials

All resources are in the course, including the following Micro-Credentials from the Digital Marketing Institute (DMI):

- Content Strategy
- Digital Strategy

No additional resources are required.

## Program Outcomes

Upon completing this course, you should be able to do the following:

- Build and optimize automation sequences for the buyer journey.
- Design, execute and manage a digital media marketing plan.
- Interpret campaign data and metrics to measure success and guide operational and strategic decisions.

## Course Outcomes

Upon completing this course, you should be able to do the following:

- Discuss relevant consumer behavior and marketing theories for the digital age
- Align digital marketing goals with organizational goals
- Utilize customer insights to drive digital media strategy and tactical decisions incorporated into an integrated digital marketing plan
- Interpret consumer data, website, and social media performance metrics to inform campaign goals and strategy

## Course Requirements/Components

In this course, you will complete discussions, assignments, and certifications related to digital marketing strategy and tactics. Each course module consists of lectures, videos, and assigned readings from academic and industry sources. The lectures provide a brief overview of the content you will encounter in greater depth

in the assigned readings. In addition to the assigned readings, each module also has several suggested supplemental readings to further enhance your knowledge and understanding of the topics covered.

For graduate-level work, you are expected to commit about 10 hours per week to complete the course readings, discussions, and assignments.

### Discussions

Discussions allow for the exchange of ideas and experiences. The discussion takes on various formats, from case study analysis to reflecting on guest speaker presentations. Because the purpose of the discussions is to engage in conversation, there are two due dates: one for the initial post and one for the final post. The expectation is that there would be some thoughtful conversations occurring between those dates.

### Course Project

Throughout this course, you will develop a comprehensive digital marketing plan for a specific company of your choosing using the SOSTAC methodology. Project assignments build on each other, and you will refer to previously submitted assignments to complete ones that appear later in the course.

### DMI Micro-Credentials

As previously mentioned, this course gives you access to DMI content and the ability to “sit” for the exams to obtain an additional micro-credential from DMI. You’ll be given time to complete the following micro-credentials:

- Content Marketing
- Digital Strategy

**Important:** You’ll need to schedule when you can take the exam with DMI. More information is in the course modules for DMI. Don’t procrastinate on setting up the exam, or you might have difficulty finishing all the credentials before the end of the course.

### Course Outline

Module 1: Frameworks for Developing a Digital Marketing Strategy

Module 2: The Digital Consumer and Technological Change

Module 3: Segmentation-Targeting-Positioning

Module 4: Integrating Digital and Organizational Strategy

Module 5: Establishing Digital Marketing Objectives, Strategies, and Action Plans

Module 6: Content Creation Strategy

Module 7: Content Strategy Micro-Credential (**DMI**)

Module 8: SEO, Search, and Display Advertising Strategy

Module 9: The Customer Journey: Channel Management and Marketing Automation

Module 10: Effective Customer Experience Design

Module 11: Evaluating and Reporting Performance

Module 12: Digital Strategy Micro-Credential (**DMI**)

## Grading

The following grading scale will be used to evaluate all course requirements and to determine your final grade:

Grade	Percentage Range
<b>A</b>	93% - 100%
<b>B</b>	84% - <93%
<b>C</b>	70% - <84%
<b>F</b>	0 - <70%

Assignment	Weight
Discussions	35%
Course Project Assignments	50%
DMI Micro-Credential	15%
Total	100%