Syllabus for DMK710: Digital Marketing Technologies

Course Description
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.

Prerequisite(s)
None

Program Outcomes
Upon completing this course, you should be able to do the following:
- Utilize technology tools to collect, analyze, and visually present campaign data to facilitate improvement of digital marketing strategy.
- Build and optimize automation sequences for the buyer journey.
- Interpret campaign data and metrics to measure success and guide operational and strategic decisions.

Course Objectives
Upon completing this course, you will be able to do the following course objectives:
1. Evaluate digital marketing technologies.
2. Distinguish the role of different technology tools for digital marketing applications.
3. Apply management concepts to implementing and executing new digital technologies in a company.

Course Requirements/Components
Students will participate in weekly reflections, peer discussions, a major course project, and digital marketing institute modules.

Course Outline
Module 1: Introduction to Digital Marketing Technologies
Module 2: Digital Marketing Landscape
Module 3: Analytics with Google Analytics (DMI)
Module 4: Paid Search and Display Advertising (DMI)
Module 5: Social Media Marketing (DMI)
Module 6: Mobile and Podcast Marketing
Module 7: Advanced Topics in Digital Marketing
Module 8: Professional Skills for Digital Marketing (DMI)
Module 9: Needs Analysis and Decision Making Tools and Tips
Module 10: Change Management
Grading

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90% - 100%</td>
<td>396 - 440</td>
</tr>
<tr>
<td>B</td>
<td>80% - 89%</td>
<td>352 - 395</td>
</tr>
<tr>
<td>C</td>
<td>70% - 79%</td>
<td>308 - 351</td>
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<tr>
<td>F</td>
<td>0 - 69%</td>
<td>0 - 307</td>
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Assignment Points

<table>
<thead>
<tr>
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<th>Points</th>
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<tbody>
<tr>
<td>Discussions: 26 @ 5 points</td>
<td>130</td>
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<tr>
<td>Reflective Journals: 12 @ 5 points</td>
<td>60</td>
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<tr>
<td>DMI Pro: 4 @ 25 points</td>
<td>100</td>
</tr>
<tr>
<td>Course Project: 3 @ 50</td>
<td>150</td>
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<tr>
<td><strong>Total Points</strong></td>
<td><strong>440</strong></td>
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