

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

Module 11: Leadership
Module 12: Course Project
Module 13: Final Project Presentations and Peer Review

Grading

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

Grade	Percentage Range	Points
A	90% - 100%	396 - 440
B	80% - 89%	352 - 395
C	70% - 79%	308 - 351
F	0 - 69%	0 - 307

Assignment	Points
Discussions: 26 @ 5 points	130
Reflective Journals: 12 @ 5 points	60
DMI Pro: 4 @ 25 points	100
Course Project: 3 @ 50	150
Total Points	440

