MKT 556- Internet Marketing

You Should Take This Class If You

- Want to learn what constitutes a digital strategy
- Want to learn all the tactics that make up a digital strategy, for both B2C and B2B markets, including the latest tactics
- Want to pursue a career in any industry that has integrated digital marketing into their overall marketing plan.

Course Description

The purpose of this course is to introduce you to the most current tactics, applications, and trends in digital marketing. In so doing, you will finish the course with a general understanding of how companies are currently using the internet as part of their marketing plans, and develop the specific skills necessary for carrying out those plans or effectively evaluating the plans of others.

We cover almost every tactic that is used by companies, including lead generation, account based marketing, social media, mobile, landing page optimization, SEO, PPC and much more.

Students apply what they learn to a real company who is looking to improve their digital presence. Students are assessed by 2 exams and a group project networks. We will also explore how the firm can listen, engage and promote to customers using social media.

Deliverables

- Lecture and case discussion
- Group Project
- Midterm & Final Exam

Course Essentials

16537
Tuesday, Thursday
9:30 – 10:50am

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