

# DIGITAL MARKETING (DMKT)

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[NOTE: To register for DMKT courses, refer to the instructions in the comments on the course schedule.]

**DMKT 30100: EMAIL MARKETING: 3 Hour(s)**

EMAIL MARKETING ~ Email marketing is one of the primary avenues by which modern businesses drive customer acquisition. This course will teach students how to craft successful email marketing campaigns when targeting business or individual customers. Students will also learn how to use email campaigns for customer engagement and activation. Students will learn how to write emails that drive customers to take desired actions, and how to structure email campaigns for maximum effect. This course will ask students to build their own marketing campaigns to advertise an imaginary product, and to evaluate and improve existing email campaigns. This course has weekly assignments and includes the option to attend live Zoom class sessions. One weekly 90-minute class session will be scheduled with the instructor during the first week of class.

Prerequisite: UCS 10101 and UCS 20201 and MKTG 15500

**DMKT 31500: SEO AND SEM: 3 Hour(s)**

SEO AND SEM: USING SEARCH TO ATTRACT PROSPECTS ~ When a potential customer is looking for a product, how do they find the right one? Often times, they'll ask Google or other search engines. Search Engine Optimization (SEO) and Search Engine Marketing (SEM) help companies become more visible to customers by ensuring that they are among the first companies someone sees when doing initial research. This course is intended to introduce students to the concepts of social media marketing and optimization, and teach them how to use these tools to drive top-of-funnel growth, also known as lead generation. This course has weekly assignments and includes the option to attend live Zoom class sessions. One weekly 90-minute class session will be scheduled with the instructor during the first week of class.

Prerequisite: MKTG 15500

**DMKT 40100: DIGITAL MARKETING ANALYTICS: 3 Hour(s)**

DIGITAL MARKETING ANALYTICS ~ Marketing professionals today have access to incredible amounts of data. The ability to use this data is what differentiates successful marketing efforts from failed ones. In this course, students will learn how to analyze digital customer behavior data using a range of tools, and use that data to test marketing hypotheses and improve customer acquisition. This course has weekly assignments and includes the option to attend live Zoom class sessions. One weekly 90-minute class session will be scheduled with the instructor during the first week of class.

Prerequisite: MKTG 15500 and MATH 10800 and (MKTG 26500 or DMKT 30100 or DMKT 31500)

**DMKT 40500: VIRAL AND ORGANIC GROWTH: 3 Hour(s)**

VIRAL AND ORGANIC GROWTH ~ Viral and organic growth have become the gold standard by which content marketing efforts are judged. This type of growth is highly valuable, because it tends to be relatively cost-efficient, and drives brand heat. Companies which generate content that spreads through the internet with minimal effort and cost are among the most successful at growing their brand awareness and consumer base. This course is intended to teach students what drives users to share content, how to build shareable content, and how to run contests and build content marketing plans that lead to viral or organic growth. This course has weekly assignments and includes the option to attend live Zoom class sessions. One weekly 90-minute class session will be scheduled with the instructor during the first week of class.

Prerequisite: MKTG 15500 and MKTG 26500