

# DMK2222 : Professional Development Seminar II: Digital Marketing

In Professional Development Seminar II: Digital Marketing, students will continue an in-depth exploration of the digital marketing industry. With this newly acquired industry knowledge, students will begin to develop a career strategy plan of their own. Students will also build on their work in previous courses to reflect upon their personal brand presence and make modifications as necessary. Guest speakers will provide students with insight into real-world professional experiences.

**Credits 1**