

DMK512 : Advanced Digital Marketing Strategies

The Advanced Digital Marketing Strategies Course addresses all of the marketing strategies that are particular to this extremely competitive digital arena. The goal of this course is to identify the many components of digital marketing and to examine each one of these components' unique marketing approach. This course explores the following: affiliate marketing, email marketing, global marketing, social media marketing, and search engine marketing. A thorough understanding of each one of these aspects is necessary to cultivate a successful digital marketing campaign. Advanced topics are discussed within each type of marketing strategy, and companion case studies align with the course content.

Credits 3