

# MAR3111 : Principles of Digital Marketing

The Principles of Digital Marketing course examines the role of marketing in the twenty-first century. Students will explore digital and mobile marketing, discussing the most prevalent types of tools, their purposes, and their effectiveness in relation to the entertainment industry. Traditional marketing tactics and examples of current marketing mixes are also addressed. In addition, this course builds students' understanding of search-engine optimization and social-media marketing tools.

**Credits 4**