

DMK469 : Project and Portfolio VI: Digital Marketing

The Project and Portfolio VI: Digital Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will begin to use their marketing skills, knowledge, and expertise to conceptualize and build a business prototype and then launch and evaluate the performance of a microbusiness. In this course, students will define a product or service to be offered by their microbusiness, outline the business strategy, identify methods for generating leads, and build a business prototype.

Credits 3