

DMK479 : Project and Portfolio VII: Digital Marketing

The Project and Portfolio VII: Digital Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will expand upon their defined microbusiness concept. They will launch the business, establish a monitoring plan, and measure the business's performance. Through this project, students will demonstrate the comprehensive suite of skills and knowledge they will have gained throughout their program of study.

Credits 3