

# DMK691 : Digital Marketing Campaign Development

The Digital Marketing Campaign Development Course addresses how to analyze the best campaign strategies and how to create these campaigns. The goals of this course are to understand the strategic value of all types of digital marketing campaigns and to be able to create a successful campaign. Along with understanding the various campaign models, the psychology of the consumer is analyzed to determine if a campaign will be effective with its target market. A variety of marketing campaign case studies also reinforce the concepts of the course.

**Credits** 3