

# MAR681 : Digital Marketing

The Digital Marketing Course focuses on the development of effective marketing plans that promote entertainment within a dynamic digital environment. The course takes an integrated approach to digital marketing through a combination of hands-on exercises, case analysis, and current industry research. Students will explore how to coordinate marketing initiatives across online and offline channels and between Desktop and Mobile audiences. In addition to understanding the tools and techniques required to create a digital marketing plan, students will develop the skills to manage their own professional presence online.

**Credits** 3.5