

**MKTG 2215 DIGITAL MARKETING FUNDAMENTALS**      3 CREDITS

**SYLLABUS**

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**CATALOG DESCRIPTION**

This course explores the importance of using new media in today's marketplace and using them effectively to build relationships with customers. Students will incorporate consumer expectations into a digital marketing plan, evaluate digital marketing delivery options, analyze website design, evaluate competitive digital marketing strategies, and explore the ethical and legal issues created by the new technology. Topics include the use of the internet in developing marketing strategy, conducting market research, and making marketing mix decisions. Inbound marketing techniques will also be explored. May be preparation for an industry certification exam.

Prerequisites: MKTG 2110

Semester Offered: SUMMER

***GENERAL EDUCATION STUDENT LEARNING OUTCOMES***

*In the New Mexico General Education Curriculum students take courses in a variety of content areas, which may include Communications, Mathematics, Science, Social and Behavioral Sciences, Humanities, and the Creative and Fine Arts. Specific course requirements depend on your program. All general education courses focus on at least three of these skills. Other courses may also develop these skills.*

*Through these courses, students develop five essential skills:*

COMMUNICATION

QUANTITATIVE REASONING

CRITICAL THINKING

PERSONAL AND SOCIAL RESPONSIBILITY

INFORMATION AND DIGITAL LITERACY

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or general education learning outcomes. For more information, please refer to the Dean of the appropriate School.

***PROGRAM LEARNING OUTCOMES***

*Upon successful completion of this program, students will be able to ...*

1. Utilize common business terminology, information search skills, presentation and writing skills, and team skills.
2. Recommend strategic and creative business options using data gathered through research and current technological applications.

3. Define and identify generally accepted accounting practices and apply legal and ethical principles to marketing activities.
4. Recognize the various media available for planning purposes and analyze factors to determine appropriate media sections to engage customers and meet organizational needs.
5. Develop various aspects of the marketing mix to address challenges and maximize both internal and external opportunities.
6. Utilize digital marketing strategies, tools, and analytics for developing engaging online marketing campaigns, measuring marketing performances, and evaluating campaign profitability to meet organizational goals and objectives.

### *COURSE LEARNING OUTCOMES*

*Upon successful completion of the course, students will be able to...*

1. Describe the role of digital marketing in developing customer relationships and show how it fits within an organization's overall marketing strategy.
2. Explain the various media available for planning purposes and analyze factors to determine appropriate media selections.
3. Describe the differences between, and the convergence of, paid, earned, and owned media.
4. Explain and apply inbound marketing methodology.
5. Identify and incorporate various digital initiatives into an overall strategic marketing plan.