

**MKTG 2330 WEBSITE DESIGN & MARKETING 3 CREDITS****SYLLABUS**

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**CATALOG DESCRIPTION**

Focusing on planning, creating, and marketing a website, topics in this course include developing a plan, segmenting and targeting markets, establishing an online presence, increasing website traffic, and exploring ways to achieve a higher search engine ranking (SEO). May be preparation for an industry certification exam. The course does not require coding or coding knowledge; however, students need to have basic computer skills.

Prerequisites: MKTG 2215

Semester Offered: FALL

***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 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. Create a measurable and goal-oriented marketing plan for a website.
2. Create an engaging website.
3. Explain different web design frameworks for improving conversion rates and apply these design frameworks to identify areas for website improvement.
4. Utilize analytics for decision making.
5. Explain how search engines work and make recommendations on a website can improve its organic search rankings.
6. Develop a toolset to assist in current and future website optimization and marketing efforts.