

## MKTG 2245 MOBILE, EMAIL, AND SEARCH

3 CREDITS

### MARKETING SYLLABUS

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#### CATALOG DESCRIPTION

Students explore and analyze the mobile marketing channels available to companies and gain exposure to different mobile strategies companies are using, including device-specific ad and location-based campaigns. As an essential component of a company's marketing mix, students will develop a plan for marketing to a database of current and potential customers via email. In addition, they explore the differences between Search Engine Marketing (SEM) and Search Engine Optimization (SEO) and how these contribute to overall strategy. Topics such as affiliate, paid and unpaid advertising, and performing site audits to improve SEO are also explored. Students develop skills in maximizing small marketing campaigns, understanding optimal audience outreach, and analyzing customer interactions and data. May be preparation for industry certification exams.

Prerequisites: MKTG 2215

Semester Offered: SPRING

#### *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. Explain and implement best practices in mobile marketing.
2. Analyze different mobile channels and implement mobile strategies as part of a marketing plan.
3. Describe a responsive design and develop an email campaign responsive to mobile devices.
4. Evaluate a search engine marketing campaign and its effectiveness.
5. Describe changes that will improve a campaign's conversion rates.