

MRKT 389: Digital Marketing

Explores new and emerging marketing strategies and concepts of today's digital marketing landscape. Topics included marketing effects on individuals, audiences, publics and cultures, interactive marketing theories, database and search engine marketing, innovative digital media product development, branding, distribution and social influence strategies. Examines the theory and practice of digital marketing through creative thinking exercises, guest speakers, and hands-on application techniques.

Credits: 3

Prerequisites:

MRKT 239 or permission of the professor.

Program: Marketing