

DSL 750: Marketing that Informs the Strategic Plan

Devises and broadcasts marketing strategies related to the strategic planning of the organization. Students will understand and develop their own responses to the argument between Christian marketing principles and conventional marketing strategies.

Topics will include advertising, affiliate marketing, analytics, authenticity, blogging, branding, competition, consumer behavior, content marketing, customer value, effective communication, email marketing, evolution of marketing theory and concepts, ethics, hooks, how to guide decisions balanced with an understanding of markets and competition, influence, keyword research, lead magnets, marketing campaigns, networking, partnerships, persuasion, podcast, readability, return on investment, role of marketing, SEO, social media marketing, statistical benchmarks, StoryBrand marketing, truth and the WOW factor.

Credits: 3

Program: Doctor of Strategic Leadership