

DIGITAL MARKETING (DMK)

DMK 700 | SEO and Digital Marketing Research | 3 cr

Covers state-of-the-art tools and techniques for search engine optimization (SEO) including search engine algorithms, keyword research, on-page/technical SEO, schema, off-page/link-building, local SEO, voice search, domain authority, key performance indicators, dashboards, position tracking, content-channel matrix, user experience, third-party SEO tools, SEO ethics/best practices, SEO vs. pay per click, and SEO trends.

Prerequisites: Admission to Digital Marketing Analytics graduate certificate.

Offered: Fall, Spring.

DMK 705 | Customer Data Analysis and Decisions | 3 cr

Covers cross-functional Customer Relationship Management (CRM) data analysis topics including marketing funnel; brand strategy; personas; building and managing customer lists/data scraping (lead generation); privacy considerations; Salesforce; Hubspot; automation; data analysis; customer segmentation; marketing communications; association rules; sentiment analysis; campaign metrics and strategies; web analytics; and key performance indicators.

Prerequisites: Admission to Digital Marketing Analytics graduate certificate.

Offered: Fall, Spring, Summer.

DMK 710 | Digital Marketing Technologies | 3 cr

Covers industry-leading technologies for digital marketing including visualization, social media management, email marketing, and analytics tools.

Prerequisites: Admission to Digital Marketing Analytics graduate certificate.

Offered: Fall, Spring, Summer.

DMK 730 | Legal and Ethical Considerations in Digital Marketing | 3 cr

Explores legal and ethical considerations in digital marketing. Includes data collection, data sharing, security and privacy, intellectual property, copyrights, trademarks, licensing, non-disclosure agreements, contracting, obligations and liabilities, accessibility, international considerations, diversity, equity, inclusion, business ethics, and changing industry regulations.

Prerequisites: Admission to Digital Marketing Management graduate certificate.

Offered: Fall, Spring, Summer.

DMK 735 | Digital Marketing Strategy and Tactics | 3 cr

Explores omni-channel digital marketing and brand strategy, channels, platforms, and tactics used in today's marketplace. Provides opportunity to create integrated digital marketing strategies to meet organizational objectives.

Prerequisites: Admission to Digital Marketing Management graduate certificate.

Offered: Fall, Spring, Summer.

DMK 740 | Digital Marketing Management | 3 cr

Focuses on building and leading diverse project teams with internal and external stakeholders. Provides opportunity to develop and use project management skills and applications; effectively manage financial and human resources; and evaluate, optimize, and report on digital marketing plan performance to achieve organizational objectives.

Prerequisites: Admission to Digital Marketing Management graduate certificate.

Offered: Fall, Spring, Summer.