



Course Description

MAR1720 | Marketing in a Digital World | 3.00 credits

This course provides an introduction to new marketing concepts and the broad spectrum of digital marketing. Students will learn to utilize digital tools, social networks and media, strategies, and tactics to create awareness and to promote products and services to consumers and businesses.

Course Competencies:

Competency 1: The student will demonstrate knowledge of the pervasiveness of technology and the technologies that can be used to reach prospects, convert them into customers, and then sustain and grow those customer relationships by:

1. Identifying the power a customer has in buying decisions because of the web
2. Describing the purpose and impact of current technology tools, including a firm's website, content management, search engine optimization, e-commerce, web analytics, on-line advertising, pay-per-click ads, email marketing, blogging, podcasting, social media marketing, mobile marketing, and customer- relationship management
3. Using digital tools
4. Demonstrating how specific tools can help create awareness, interest, desire, and action regarding a product and service

Competency 2: The student will be able to demonstrate knowledge of how to plan and develop a marketing information management system by:

1. Demonstrating and identifying the marketing concept and market identification
2. Identifying the role of situational analysis in the market planning process
3. Identifying market segments
4. Selecting and analyzing target markets
5. Describing marketing strategy and planning concepts
6. Developing a marketing budget
7. Developing a marketing plan
8. Analyzing marketing plan performance

Competency 3: The student will demonstrate knowledge of how to plan and develop promotional strategies by:

1. Identifying the elements of the promotional mix
2. Calculating advertising media costs
3. Developing an advertising media plan
4. Preparing a promotional plan and budget
5. Writing a news release and blog
6. Discussing sales promotion opportunities
7. Evaluating the effectiveness of advertising

Competency 4: The student will be able to demonstrate knowledge of marketing processes that leverage the Internet by:

1. Placing and maintaining a marketing message on multiple Internet mediums and explaining why that is useful in branding and customer acquisition
2. Developing a search engine optimization strategy to help marketing efforts
3. Using web analytics to refine the approach to web marketing
4. Evaluating the role of advertising and pay per click in aiding differentiation of their marketing effort
5. Using email marketing tactics to support a marketing strategy
6. Creating a blog and podcast to support a marketing effort
7. Use social media to build the student's network
8. Develop a mobile marketing initiative and explain how it will complement other digital media and marketing initiatives

Competency 5: The student will be able to demonstrate knowledge of the website development process, including the design, needs determination, and definition of the site's purpose by:

1. Describing the site development process
2. Developing a website
3. Deploying a website

Competency 6: The student will demonstrate knowledge of the various tools a start-up has to get traffic onto a website by:

1. Selecting at least two means to drive traffic and deploying those methods
2. Identifying objectives for the results of the two means and analyzing the results of the plan
3. Refining the plan based on data gained from the analysis

Competency 7: The student will demonstrate knowledge of the importance of customer relationship management (CRM) by:

1. Evaluating three cloud-based customer relationship management systems.
2. Selecting one cloud-based system to use in support of prospecting, customer acquisition, and relationship management
3. Detailing why a specific system was chosen by contrasting the systems

Competency 8: The student will demonstrate knowledge of how to complement his/her web presence with face-to-face marketing skills by:

1. Describing how face-to-face interaction complements a web presence
2. Describing the goals of networking and how to network effectively
3. Writing and delivering a 30-second elevator pitch and a follow-up 60-second elevator pitch about their e-commerce site

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information