

# Course Competency

## MAR 2952 Digital Marketing Capstone

### Course Description

This course provides a real-world approach to designing, implementing, managing and analyzing a digital marketing campaign or strategy. The student will engage in a comprehensive field experience designed to gain insights into the creative processes and demonstrate competence by applying the knowledge and concepts of marketing.

Course Competency	Learning Outcomes
<b>Competency 1:</b> articulate a digital marketing solution to a business problem	1. Information Literacy 2. Critical thinking
a. Participating in a situation analysis exercise. b. Conducting formal information gathering specific to a digital marketing situation. c. Setting goals for a digital marketing campaign.	
<b>Competency 2:</b> define a target market	1. Critical thinking 2. Information Literacy 3. Communication
a. Explaining the purpose of using digital marketing communications. b. Gathering primary and/or secondary data to identify a target market. c. Developing a customer profile to reach a target market.	
<b>Competency 3:</b> choose strategies and tactics appropriate for a digital marketing campaign	1. Critical thinking
a. Developing an action plan that includes	

<p>milestones, deliverables, and resources needed.</p> <p>b. Determining analytical metrics to track, measure, and evaluate the digital marketing campaign.</p>	
<p><b>Competency 4:</b>develop a digital marketing campaign</p>	<p>1. Critical thinking</p>
<p>a. Creating the content for a digital marketing campaign.</p> <p>b. Identifying the digital platform(s) for the campaign.</p>	
<p><b>Competency 5:</b>implement the developed digital marketing plan</p>	<p>1. Communication</p> <p>2. Critical thinking</p>
<p>a. Establishing a digital marketing presence geared toward the target market.</p> <p>b. Monitoring, measuring, and managing the performance of the digital marketing campaign.</p>	
<p><b>Competency 6:</b>present the performance of the digital marketing activities and campaign</p>	<p>1. Critical thinking</p> <p>2. Communication</p>
<p>a. Analyzing the digital marketing activities and campaign results.</p> <p>b. Preparing a written report summarizing the digital marketing activities and campaign results, and orally presenting these findings to interested parties.</p> <p>c. Performing post-mortem analysis on the digital marketing activities and campaign results.</p>	

Updated: SPRING 2024