Course Competency

MAR 4721 Digital Marketing Strategy

Course Description

Students will learn the process of creating a plan and developing a strategy for promoting a business or organization using digital channels. Students will learn how to apply their knowledge and skills in a marketing campaign project. Students will plan, implement and evaluate a digital marketing campaign using case studies and collaborative projects. Prerequisite: MAR 3803.

Course Competency	Learning Outcomes
Competency 1: The students will be able to demonstrate a comprehensive understanding of the foundations of digital marketing by:	1. Communication 2. Information Literacy
1. Recognizing the fundamental principles of digital marketing and its place in the wider marketing mix. 2. Developing a thorough understanding of the digital marketing landscape, including key platforms, channels, and technologies.	
Competency 2: The students will be able to define and describe a digital marketing plan by:	1. Communication 2. Information Literacy
1. Defining target audience by identifying who the firm wants to reach with digital marketing efforts. 2. Describing how firm set marketing goals and conduct research of competition to assess what other businesses in the same industry are doing in terms of digital marketing. 3. Analyzing a budget to determine how much the firm can afford to spend on digital marketing efforts. 4. Outlining the content and materials for marketing campaign, such as email templates, landing pages, and social media	

posts. 5. Creating a content calendar to plan out the types of content firm needs to create and when to publish the content.	
Competency 3: The students will be able to create campaign assets for a digital marketing campaign by:	1. Communication 2. Critical thinking 3. Information Literacy
1. Developing campaign assets such as email templates, landing pages, and social media posts. 2. Designing tactics such as email marketing, social media advertising, and content marketing. 3. Designing digital products and understanding user interface.	
Competency 4: The students will be able to able to analyze consumer behavior for digital marketing by:	1. Communication 2. Numbers / Data 3. Critical thinking 4. Information Literacy
1. Identifying target audience and customer segmentation; 2. Exploring consumer journey and digital marketing funnel; 3. Interpreting how to use data and customer insights to inform digital marketing strategy. 4. Utilizing search engine optimization and pay-per-click advertising. 5. Inspecting the role of social media in digital marketing and how to effectively use it as a marketing channel.	
Competency 5: Students will be able to assess the role of branding for marketing strategy by:	1. Communication 2. Critical thinking 3. Information Literacy

1. Analyzing a brand's unique value proposition, the elements of a brand, including name, logo, and visual identity; 2. Evaluate steps of maintaining a consistent brand image across different channels and touchpoints. 3. Investigating the importance of customer experience in branding and how to design customer journeys that align with the brand. 4. Analyzing the role of market research and customer insights in branding. 5. Measuring and analyzing the performance of a brand. 6. Investigating the impact of digital technologies on branding and how to effectively use digital channels to build and maintain a brand.	
Competency 6: The students will be able to plan a digital marketing campaign launch by:	1. Communication 2. Critical thinking 3. Information Literacy
1. Describing steps to launch a marketing campaign. 2. Reproducing customer journey from multi-channel to omni channel.	
Competency 7: The students will be able to analyze performance of a digital marketing campaign by:	1. Communication 2. Numbers / Data 3. Critical thinking 4. Information Literacy
1. Utilizing marketing analytics and performance data to track the effectiveness of the campaign and adjust the strategy as needed. 2. Reviewing the data and assessing the success of the campaign in terms of the set goals. 3. Demonstrating how to conduct budget allocations based on optimizing strategies.	

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