



### **Course Description**

#### **MAR2952 | Digital Marketing Capstone | 3.00 credits**

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 Competencies:**

**Competency 1:** The student will articulate a digital marketing solution to a business problem by:

1. Participating in a situation analysis exercise
2. Conducting formal information gathering specific to a digital marketing situation
3. Setting goals for a digital marketing campaign

**Competency 2:** The student will define a target market by:

1. Explaining the purpose of using digital marketing communications
2. Gathering primary and secondary data to identify a target market
3. Developing a customer profile to reach a target market

**Competency 3:** The student will choose strategies and tactics appropriate for a digital marketing campaign by:

1. Developing an action plan that includes milestones, deliverables, and resources needed
2. Determining analytical metrics to track, measure, and evaluate the digital marketing campaign

**Competency 4:** The student will develop a digital marketing campaign by:

1. Creating the content for a digital marketing campaign
2. Identifying the digital platform(s) for the campaign

**Competency 5:** The student will implement the developed digital marketing plan by:

1. Establishing a digital marketing presence geared toward the target market
2. Monitoring, measuring, and managing the performance of the digital marketing campaign

**Competency 6:** The student will present the performance of the digital marketing activities and campaign by:

1. Analyzing the digital marketing activities and campaign results
2. Preparing a written report summarizing the digital marketing activities and campaign results, and orally presenting these findings to interested parties
3. Performing post-mortem analysis on the digital marketing activities and campaign results

### **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