

DIGITAL MARKETING (DMG)

DMG 710. Strategic Digital Marketing. (3 h)

This course covers fundamental principles and best practices of digital marketing strategies (e.g., positioning, pricing, etc.) and tactics (e.g., market research-derived segmentation and targeting, packaging, channel management, etc.). An emphasis is placed on marketing frameworks and concepts (e.g., marketing communications, brand management, marketing analytics, etc.). Cross-cultural awareness in digital marketing (e.g., the role of ethnicity and other demographic variables) will also be examined.

DMG 712. Digital Marketing Research, Journey Mapping, and Consumer Analytics. (3 h)

Robust knowledge of research methods is fundamental to the digital marketing discipline. This course teaches professionals how to use research techniques to deeply understand and focus on the needs and interests of the consumer in integrated campaigns.

DMG 714. Leadership, Ethics, and the Legal Landscape of Digital Marketing. (3 h)

This course covers the ethics of digital marketing and product liability, and it explores emerging issues related to the buying and selling of consumer data, the use of artificial intelligence (AI) to predict and influence human behavior, and other consumer privacy concerns.

DMG 720. Marketing Analytics and Data Visualization. (3 h)

This course covers best practices for gathering, interpreting, and presenting compelling digital data to inspire positive action.

DMG 722. Branding, Storytelling, and Writing Content for the Digital World. (3 h)

Many campaigns never make it to the market or fall flat in execution because a compelling “story” isn’t being told in them. This course integrates brand management principles and marketing frameworks to guide digital storytelling that effectively engages consumers and other stakeholders.

DMG 724. Digital Design Thinking and the User Experience (UX). (3 h)

This course focuses on user-centered design (UCD) and associated methodologies, including user research, digitally-enabled user experience (UX), interaction design, and usability testing.

DMG 730. Digital Marketing Tools and Campaign Analytics: SEM, Display, and Retargeting. (3 h)

Given the dynamic nature of the marketplace and rapidly shifting consumer interests and behaviors, it is critical to have a deep understanding of the digital tools that can be employed to track such shifts and to communicate with consumers in impactful ways.

DMG 732. Social Media Marketing: SEO, Content and Influencers. (3 h)

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DMG 751. Website, Visual Content, and Video Development. (3 h)

Effective visual design and video production that leads to engaging user experiences require a unique set of skills and a deep understanding of consumer psychology. To help students enhance their ability to create effective designs and videos, this course will combine the highly creative and analytical sides of digital marketing in these domains.

DMG 752. Digital Consumer Psychology and Decision Making. (3 h)

This course will provide a deep dive into online and mobile consumer behavior and use an analytics-driven approach to explain why consumers look, pause, click, engage, and buy.

DMG 753. The Customer Journey: Website and eCommerce Marketing. (3 h)

In digital marketing, understanding the consumer journey is extremely important. To help students understand that journey and to design impactful digital pathways for it, this course will focus on website and eCommerce marketing strategies that increase customer demand and sales.

DMG 799. Digital Campaign Project/Capstone. (3 h)

This course will enable students to integrate the skills and knowledge that were developed in the other courses of the program to complete a digital marketing project for an organization.