

**RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE**

MRKT-210 DIGITAL MARKETING

I. Basic Course Information

- A. Course Number and Title: MRKT-210 Digital Marketing
- B. New or Modified Course: New
- C. Date of Proposal: Semester: Spring Year: 2017
- D. Effective Term: Fall 2017
- E. Sponsoring Department: Business and Public Service
- F. Semester Credit Hours: 3
- G. Weekly Contact Hours: 3 Lecture: 3
 Laboratory: 0
 Out of class student work per week: 6
- H. Prerequisites: MRKT 101-Principles of Marketing or permission of instructor.
- I. Laboratory Fees: none
- J. Name and Telephone Number or E-Mail Address of Department Chair: Anne Marie Anderson, annemarie.anderson@raritanval.edu

II. Catalog Description

Prerequisites: MRKT 101 - Principles of Marketing or permission of instructor. This course provides an overview of digital marketing channels and their integration into an organization's total marketing program. Students will explore existing and emerging technologies and strategies used by successful digital marketers to acquire, cultivate and measure customer relationships. Topics include search marketing and search engine optimization, website design and usability, content management, email, social media and mobile marketing and web analytics.

III. Statement of Course Need

- A. The impact of the Internet and other digital media has exploded in recent years. With the rapid development of new technologies, the focus of marketing has moved away from traditional forms of communication and expanded to include marketing through online social networks and consumer communities. With the rapid growth of digital channels like the Internet and mobile devices, advertising dollars are shifting away from traditional media to online platforms. In order to compete in this new marketing environment, it is becoming increasingly important for marketing graduates to be well-versed in

digital marketing fundamentals. This course seeks to understand the use of digital media to fulfill the needs of marketers and consumers, and to gain an appreciation of evolving digital marketing strategies.

- B. This course has no lab component.
- C. This course generally transfers as a marketing program elective.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course serves as a Marketing Elective or Business Elective in the Business Administration A.S. and Business Management A.A.S. programs.
- C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A. The Changing Marketing Environment
- B. Digital Marketing Strategy
- C. Search Marketing
- D. Social Media
- E. Mobile marketing
- F. Content marketing and management
- G. Web analytics
- H. Governance, legal and ethical issues in the digital world
- I. Online branding
- J. Website Planning and Creation
- K. Personalized Digital Experiences
- L. User experience
- M. E-mail Marketing.

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes

At the completion of this course, students will be able to:

1. Analyze business issues, problems and opportunities in digital marketing. *
2. Evaluate ethical decision-making in relation to digital marketing and media. (GE-NJ ER)

*Embedded critical thinking

B. Course Learning Outcomes

At the completion of this course, students will be able to:

1. Develop a comprehensive digital marketing plan.

2. Explain how digital marketing campaigns can be measured and monitored effectively
3. Discuss the fundamentals of running search ad campaigns, interpreting their results and search engine optimization (SEO) best practices.
4. Recommend keywords for websites and search ads based on search behavior research and competitive analysis.
5. Design a web strategy and recommend a set of web analytical tools to measure and control the progress of the web strategy.
6. Develop and implement a digital media campaign and use appropriate metrics to measure the results of the effort.

C. Assessment Instruments

1. Exams
2. Projects
3. Written assignments (required)
4. Case analysis
5. Presentations/PowerPoint Presentations
6. Class participation

VII. Grade Determinants

- A. Exams
- B. Projects (required)
- C. Class participation
- D. Written assignments

Given the goals and outcomes described above, the primary formats, modes, and methods for teaching and learning that may be used in the course include:

- A. lecture/discussion
- B. projects
- C. small-group work
- D. student presentations
- E. experiential learning

VIII. Texts and Materials

Textbook: Considering the nature of the material there is no textbook for this course. Materials will consist of links to websites, professional hands-on books and additional assigned readings (e.g., Harvard Business School Publishers cases and readings).

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

This course will require a computer classroom, the use of the library and the Internet.