

SYLLABUS  
PART I  
EDISON COMMUNITY COLLEGE  
MKT 231S DIGITAL MARKETING  
3 CREDIT HOURS

**COURSE DESCRIPTION**

Overview of the multiple elements of digital marketing. The course emphasizes the tools and techniques appropriate for designing and running an actual e-marketing campaign.

**COURSE GOALS**

The student will:

Bloom's level		Program Outcomes
2	1. Describe how the web has changed the rules of marketing and public relations.	8,10,11
1	2. Identify the ethical and legal issues associated with digital marketing, blogging, and use of social media.	2,9,10,11
5	3. Create a blog, Facebook page, and Twitter account for an organization.	2,4,5,8,10,11
3	4. Apply the key concepts of Search Engine Marketing and outline the process of Search Engine Optimization.	8,10,11
2	5. Explain the basics of mobile marketing, pay-per-click advertising and e-mail marketing.	8,10,11
5	6. Design appropriate social media marketing techniques for use by a small business or community organization.	2,8,10,11
5	7. Design and facilitate a "real world" digital marketing campaign for a local organization in a team setting.	1,2,3,4,5,8,10,11

**CORE VALUES**

The Core Values are a set of principles which guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

**TOPIC OUTLINE**

1. Current and future trends in digital marketing
2. The new rules of marketing online
3. Development of a digital marketing plan
4. Ethical and legal issues
5. E-Marketing research, data collection and tools
6. Digital marketing communication tools – including Facebook, Twitter, blogging, email, YouTube, etc.
7. Search optimization