

Montgomery County Community College
MKT 211
Digital Marketing
3-3-0

COURSE DESCRIPTION:

This course is designed to provide a structured and comprehensive look at the complex and challenging areas of Digital Marketing. Classic marketing principles will be applied to Digital Marketing. Students will learn how to maximize the power of Digital Marketing in the business world and assess the opportunities available with Digital Marketing. Students will develop proficiency in making critical strategic marketing decisions. Students will learn to appreciate the innovation and technology of this growing Marketing media and acquire the knowledge to implement Digital Marketing solutions into marketing strategies.

REQUISITES:*Previous Course Requirements*

- MKT 111 Principles of Marketing

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will know and be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Apply current practices in utilizing new media in marketing.	Lecture Readings Group Discussion Multimedia Materials Oral Reports	Written Assignment – New Media Project
2. Examine the pros and cons of the various types of Digital Marketing.	Lecture Readings Group Discussion Projects Case Studies Multimedia Materials	Exams Written Assignment – Case Studies
3. Integrate traditional marketing techniques with Digital Marketing to deliver a consistent and complete message.	Lecture Readings Group Discussion Multimedia Materials Oral Reports	Written Assignment – New Media Project Exams

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Evaluate the impact of global markets on multimedia marketing strategies.	Lecture Readings Group Discussion Projects Case Studies Multimedia Materials	Written Assignment – Case Studies Exams

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. An overview of Digital and new media marketing
2. Digital Marketing environment including legal and ethical issues
3. Digital Marketing strategies
4. Digital Marketing consumer behavior
5. Segmenting and targeting strategies
6. Differentiation and positioning strategies
7. Digital marketing mix
8. New digital media
9. Customer relationship management
10. Digital Marketing communication tools
11. Digital Marketing business models
12. Performance metrics and measurements
13. Digital Marketing and brand image
14. Future Planning

LEARNING MATERIALS:

Berkley, Holly. (2009). *Marketing in the New Media* (2nd ed.). Self Counsel Press.
Strauss, Judy and Frost, Raymond. (2012). *E-Marketing* (6th ed.). Prentice Hall.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Eileen Kearney Date: 3/2005
Revised by: Eileen M. Kearney Date: 4/2009
Board of Trustees Presentation Date: 10/2009

Revised by: Eileen Kearney and Ayisha Sereni Date: 3/2013
Revised by: Eileen Kearney and Paul K. Johnson Date: 7/2014
VPAA/Provost or designee Compliance Verification:
Victoria L. Bastecki-Perez, Ed.D. Date: 7/28/2014

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.