

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-21-23

I. CATALOG DESCRIPTION

Course Number: BSAD2460
Course Title: Digital Marketing
Prerequisite(s): None

Catalog Description: Application and management techniques in utilizing digital marketing in the workplace. Strategies for businesses that may initiate or reassess the overall effectiveness and value of the digital elements of doing business to their overall corporate goals. Ethical and societal implications of digital marketing on the marketplace, customer base and employee commitment.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will teach students to*

- A. Provide an overview of digital marketing, terminology, and digital economy.
- B. Provide students with the opportunity to analyze the problems and tactics associated with e-tailing, Internet consumers, innovative market research, and business to consumer digital marketing advertisement.
- C. Help students identify and deal with implementing digital marketing including e-strategy, e-government, mobile commerce, intra-business.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Students will be able to*
 - 1. Understand where digital marketing is headed in the next five to ten years.
 - 2. Learn how to implement and deploy digital marketing.
 - 3. Brainstorm a clear picture of success in digital marketing.
 - 4. Identify successful and unsuccessful digital marketing in businesses.
 - 5. Improve information-gathering skills.
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO 3: Critical Thinking & Problem Solving
 - Outcome 1: Collect, identify, interpret and analyze data.
 - Outcome 2: Synthesize information to arrive at reasoned solutions to problems.

IV. CONTENT/TOPICAL OUTLINE

- A. Digital Marketing in a Digital World
- B. Creating Value through Digital Marketing Strategy
- C. Digital Consumer Behavior and Customers Relationship/Experience Management
- D. Website Marketing Strategy
- E. Search Engine Optimization (SEO) Strategy
- F. Search Engine Marketing (SEM) Strategy
- G. Email Marketing Strategy
- H. Social Media & Community Marketing Strategy
- I. Mobile Marketing Strategy

- J. Digital Brand, Trust, & Reputation Management Strategy
- K. Digital Marketing Legal, Ethical, Privacy & Security Considerations
- L. Trends and the Future of Digital Marketing

IV. INSTRUCTIONAL MATERIALS

- A. Required text(s): Raj Sachdev and McGraw Hill. *Digital Marketing*, Current Edition
- B. Other resources:
 - 1. Computer
 - 2. Internet access
- C. Outside reading/research required: Computer time outside of class is required to complete e-commerce project.

V. METHODS OF PRESENTATION/INSTRUCTION

- A. Small and Large Group Discussions
- B. Lecture
- C. Handouts
- D. Wipe Board
- E. Videos
- F. PowerPoint Presentations
- G. In-class Activities and /or Individual/Team Exercises
- H. Discussion Questions/ Internet Exercises
- I. Managerial Issues Review
- J. Application Cases

VI. METHODS OF EVALUATION

- M. SCC STANDARD GRADING SCALE POLICY:

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

V. SPECIFIC COURSE REQUIREMENTS

None