

Digital Marketing – Systems & Strategies

MKTG579 – Winter Quarter

Modern marketing professionals need to understand not only what digital marketing is, but how the digital ecosystem works, the underlying drivers of the technology, the role of digital in a comprehensive customer touch strategy and the critical measurements for establishing cause/effect/business value.

**Tuesday
Evenings
6 – 9:10pm**

Students interested in raising their digital IQ and improving the quality of conversations across their organization - from the social media team creating content to the data analytics team pulling the numbers to the C-Suite allocating budget—should consider this class.

This updated course for Winter 2020 will combine Scott’s 20+ years of experience in digital marketing with in-class exercises, real-life scenarios, campaign & creative teardowns, practical assignments, critical reading and a digital marketing strategic plan group project with a company of your selection.

Combine cohesive strategy with a practical approach for digital excellence

Systems

Google is just one of 1,000’s of digital conversation options. We’ll dive into the major categories of systems and discuss how to connect them for full customer journey communication, testing, optimization and attributable measurement.

Strategies

Each class session will introduce a framework you can use as you encounter new challenges and digital marketing opportunities including customer journey mapping, inbound/outbound marketing, the marketing flywheel and a conversion formula.

Scenarios

You will be introduced to a series of real-world digital marketing scenarios to work-through and discuss in-class. You will also work in a team to define and present a comprehensive digital marketing strategy for a company of your choice.