

COURSE OUTLINE

SUMMER SESSION II 2024

COURSE CODE: BUAD 200

COURSE TITLE: Digital Marketing

Calendar Description

This course examines digital marketing in the 21st century, introducing the concepts, strategies, and tactics utilized in today's fast-paced, mobile, and globally connected markets. Learners explore various components of a digital marketing campaign and study how to design, implement, manage, and measure such components within an organization's integrated marketing strategy (also offered by Distance Education).

Prerequisite(s): BUAD 116 or TOUR 130

Co-requisite(s): None

Prerequisite For: BUAD 333, BUAD 334, & BUAD 335



Learning Outcomes

Outcome	Upon completion of this course students will be able to:
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Course Schedule

Date	Topic	Textbook
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