

# DIGITAL MARKETING (455)

## CATALOG DESCRIPTION

MKTG 455 is an upper division course in digital marketing. In this course, students explore uses of the Internet for the marketing of goods, services, information, and ideas. This course will provide you with the tools to launch a business and compete effectively in the digital economy.

## COURSE OBJECTIVES AND OUTCOMES

This course follows the process of taking a business digital; from developing objectives and a website to driving customers to it with social media and other digital tools. Students will work with real companies in developing digital marketing materials.

Key outcomes of this course include:

- Understanding the relevant issues, advantages, and disadvantages of using digital marketing vehicles.
- Analyzing, evaluating, and critiquing strategies for incorporating digital marketing tools into a marketing plan.
- Identifying a business's target market and understanding its buyer behavior.
- Developing a digital marketing plan, outlining the marketing mix (4 Ps) in accordance with the target market's needs and preferences.
- Practical experience in web design, SEO, Google AdWords, Google Analytics and social media.
- Team skills – Ability to work with others.
- Critical thinking skills—the ability to evaluate alternative courses of action.

## HELPFUL ONLINE RESOURCES

American Marketing Association  
<https://www.ama.org/topics/digital>

The DMA  
<http://thedma.org/>

Wired Magazine  
[www.wired.com](http://www.wired.com)

## CONTACT

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