

MBA DIGITAL MARKETING (MBAD)

MBAD-6105: Digital Strategy & Planning (3 hours)

Combines the strategic view of digital marketing with a tactical approach using exercises and projects to learn and use the tools and techniques of digital marketers. This course will develop a strategic framework for planning and analyzing digital marketing strategies. Students will leave the course with a working knowledge of the tools and processes for creating, managing and executing digital marketing plans.

MBAD-6110: Digital Marketing Analytics (3 hours)

This course will focus on the analytical insights derived from online marketing initiatives within social media, search and website activity. This course will guide students through web analytics and other data sources to better understand important and appropriate metrics and how to use them to analyze and improve digital marketing initiatives.

MBAD-6115: Social Media Marketing Communications (3 hours)

This course is designed to help students understand how marketing communications has (and has not) changed due to the rise of social media. More importantly, the course will equip students with appropriate knowledge, perspectives and practical skills for leveraging the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.