

## Collin College - Continuing Education

### COURSE SYLLABUS

<b>COURSE INFORMATION</b>
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**Course Number:** MRKT 7650

**Course Title:** Marketing Using Digital Platforms

**Course Description:** In this course, we will review various forms of digital marketing, including; a) online, b) social media, and c) mobile marketing. Further, we will discuss how these digital tools can be merged with traditional direct marketing to build direct customer engagement and community, and ultimately integrated with other elements of the promotion and marketing mix in your marketing plan. In addition, we will gain insight into building a content marketing strategy.

**Suggested Course Prerequisite(s):** Developing an Effective Marketing Plan

**Course Resources:** N/A

**Certification Notes:** This is a certificate series.

**Next course recommendation:** N/A

**Withdrawal Policy:** See the current Collin Registration Guide for the last day to withdraw and tuition refund policy

**Americans with Disabilities Act:** Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

**Course Sessions:** Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

**Lesson Plan – by week or session:**

**Session 1:** Introductions

- Review the Marketing Mix (4P's)
- What is Digital (Internet) Marketing?

**Session 2:** Online Marketing

**Session 3:** Social Media Marketing  
Mobile Marketing

**Session 4:** What is Content Marketing? How to Build an Effective Content Strategy.  
Merging Online and Offline Marketing Strategies to Build Direct Customer and Community, and Integrating These Tools with Other Elements of the Promotion and Marketing Mix.

**Method of Evaluation:** Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.