Collin College - Continuing Education
COURSE SYLLABUS

COURSE INFORMATION

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): N/A

Course Resources: N/A

Student Learning Outcomes: Learn basic concepts of digital marketing platforms and content marketing strategies.

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.