

MRKG 202 Online Marketing Channels

This course is designed to provide students with a thorough understanding of how different online marketing channels (including: social media marketing, search engine optimization (SEO), paid-search, email marketing, website optimization, and mobile marketing, among others) operate, in tandem, as a part of an overarching digital marketing strategy. The students will also learn how digital marketing theory and research can be utilized to achieve marketing goals in the online sphere. (*Prerequisite: None*)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate detailed knowledge of the main concepts and theories of online marketing and the role of different online marketing channels.
2. Use some advanced skills to create and implement an online marketing plan.
3. Evaluate a real-life organization's implementation of online marketing channels and recommend ways for improving them.
4. Use some advanced skills to construct written work which is reasonably presented and communicate ideas clearly with peers, senior colleagues and specialists
5. Operate with accountability, both independently and in a teamwork environment in the field of online marketing.

Textbook & Course Materials:

- *Gupta, Seema (2019). Digital Marketing 2e, McGraw Hill.*

Course Content:

1. Introduction to Online Marketing
2. Online Content Marketing
3. Social Media Marketing
4. Website and Mobile Phone App Optimization
5. Search Engine Optimization and Paid Search
6. Email Marketing
7. Mobile Marketing
8. Ethics and Regulations of Online Marketing
9. Digital Marketing Strategy