

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)* (3 credits)

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. Apply knowledge and skills about online marketing channels to create and implement a digital marketing plan and campaign.
3. Evaluate a real-life organization's implementation of online marketing channels and recommend ways for improving them.
4. Communicate clearly an online marketing plan and knowledge, in written and oral formats.
5. Demonstrate autonomy while working independently or as part of a team in the creation and implementation of online marketing projects.

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