



**STUDENT RESPONSIBILITIES:** Completion of any practice lessons, quizzes, assignments, or tests.

**COURSE SCHEDULE/TENTATIVE TIMELINE:**

Dates vary (refer to website for current availability).

**LEARNING OUTCOMES:**

Upon successful completion of this course, learners will be able to:

- Explain the importance of creating a digital marketing strategy in meeting organizational marketing goals
- Discuss the differences between an integrated and non-integrated digital marketing strategy
- Describe the five stages of a digital marketing strategy (Research, Plan, Execute, Measure, Analyze and Adjust)
- Explain how digital marketing elements can address strategic needs
- Describe the customer journey and how it applies to digital marketing
- Explore the use of a digital SWOT in assessing marketing efforts
- Explain the use of SMART goals in the planning stage
- Describe the use of the Plan, Do, Check, Act model in digital marketing
- Explain how lessons learned are integrated into digital marketing
- Describe the key ethical and legal issues in digital marketing
- Discuss best practices in fashioning a digital marketing strategy