

## Digital Marketing

## 2024-2025 Undergraduate Catalog

### MKT 355 - Digital Marketing

**3 credit(s)**

This course provides the student the theoretical understanding of the digital marketing and equips students with the digital marketing skills that include web design, web analytics, search engine optimization, search engine marketing, online advertising, email marketing, social media, and reputation management. The course will use a combination of cases, simulation, lectures, and exams to develop these skills.

Prerequisite(s): [MKT 310](#).

[Click here for Fall 2024 course scheduling information.](#)

[Click here for Spring 2025 course scheduling information.](#)