

# GLOBAL MEDIA MARKETING (GDMK1-CE)

## GDMK1-CE 9001 Digital Strategies for Marketing (2.5 Credits)

Harness the potential of digital channels for inbound marketing. Gain a foundation in key acquisition tactics. Explore the concepts of digital marketing and discover the selection, use, and implementation of the latest developments in digital marketing vehicles; as well as their impact on business and communications. Examine the ongoing development and use of digital media as a core element of the marketing plan. This course familiarizes you with the latest digital marketing tools. It also prepares you to understand strategic planning and to implement an effective digital marketing campaign, create and measure key performance indicators for a digital marketing campaign, and assess and evaluate the strengths and the weaknesses of digital marketing tools.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## GDMK1-CE 9002 Web Analytics (2.5 Credits)

Measuring the performance of a digital marketing program is crucial to its success. Integrating web analytics and e-mail profile data allows you to maximize return on investment by tracking and analyzing the behavior of customers, browsers, and non-responders. This course covers an extensive array of analytical topics, including conclusions extracted from data found in abandoned shopping carts, site recency, frequency and monetary (RFM) analysis, e-mail campaigns, site usage, domains and URLs, keywords, and search engine placement. Learn about analytics software and the passing of data between applications. Understand your website's analytics; be familiar with, and use, various tracking platforms (e.g., Google Analytics, Omniture); measure e-mail campaigns; create website analytics reporting documents and report on the right metrics to your leadership team; and identify a customer blueprint.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## GDMK1-CE 9003 Search Marketing (2.5 Credits)

Search marketing is today's leading Internet advertising strategy. Learn to develop a successful search marketing campaign, integrating search with other key aspects of marketing. Generate awareness, drive leads, and convert customers. Acquire essential marketing tactics (organic/pay-per-click search, paid/sponsored, and contextual listings), and learn how to optimize site content, select a search marketing agency, and develop an overall strategy. Emphasis is placed on how to optimize website rankings and what to avoid in an online marketing campaign. Understand key differences between organic and paid search, the individual components that make up each method, and the application of each as part of an overall search strategy; analyze B2C and B2B marketing plans to develop relevant search programs that integrate organic and paid search listings; plan, launch, analyze, and optimize a search campaign; define and measure the success of a search marketing campaign; and effectively communicate and report on the right metrics to your leadership team.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## GDMK1-CE 9004 Social Media Marketing (2.5 Credits)

Explore the most effective strategies for evaluating and monetizing consumer insight data with this specialized course. Learn how to answer the key questions influencing online corporate campaigns and their impact on return on investment (ROI). Exposure to social media analytical tools guide you to an understanding of how to monitor the feeds, reflecting what consumers and bloggers are saying about your brand. The most popular growing platforms and technologies (e.g., Lithium, NetBase, and Simply Measured) are analyzed. This course prepares you to: structure a social media framework based upon individual campaigns and company goals; analyze a broad range of social media metrics from a variety of free and paid tools; and synthesize analytic insights for a comprehensive evaluation of strategy, performance, and benchmarking.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## GDMK1-CE 9005 Mobile Marketing: Targeting the Right Audience (2.5 Credits)

Today's consumers are spending more time on their mobile devices than ever before, with mobile Internet usage predicted to overtake desktop Internet use this year. The opportunity to reach consumers on their mobile devices is enormous, but the challenge is to reach the right audience. In this course, learn to develop a mobile strategy with a specific target audience in mind. By reviewing various mobile campaigns across a range of industries, discover how leading brands reach consumers effectively via mobile, with emphasis on marketing outcomes and return on investment. Learn about the key components of mobile marketing and advertising, major industry challenges, and the capabilities of emerging technologies. Understand how mobile technology can be used to address various business and consumer needs and how to create a mobile marketing and media plan with awareness of the intended target audience.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## GDMK1-CE 9006 E-Tailing: Managing, Building, and Developing Effective E-Commerce Environments (2.5 Credits)

E-commerce appears to be outpacing overall retail sales in today's dynamic consumer market. This means that retailers need to diversify and to position their products and brands in new and innovative ways. In this hands-on course, explore website design and development, product positioning, marketing, advertising, order processing, customer service, and customer retention initiatives that e-commerce sales demand. Gain the tools necessary to develop an e-tail company or to more effectively manage an existing e-commerce endeavor. This course prepares you to: understand the e-tailing ecosystem, including a working knowledge of key industry players such as Amazon, Google, and eBay; implement key e-commerce tactics to drive success using best practices; put a strategy into action, including hands-on; creation of an e-tailing marketing plan and development of success metrics; and build a Best Practice Tool Box; for how to leverage digital touch points that drive acquisition, conversion, cross-sell/up-sell, bigger shopping baskets, and stronger loyalty.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes