

# MARKETING (MKTG)

## **MKTG 2020 Introduction to Digital Marketing and Social Media Strategy – 4 credits**

This course introduces students to the core concepts of digital marketing and how marketing principles are translated into digital forums. Website strategy, search engine optimization (SEO), search engine marketing and pay-per-click (PPC), social media marketing, email marketing, and Web 3.0 are covered. Students will comprehend how platforms, channels, and marketing technology intersect to bring seamless marketing experiences online. Particular focus will be placed on social media marketing strategy and the core principles behind reaching customers via social media platforms. Students will examine paid social media advertising, how to set up campaigns across multiple platforms and learn how tone, message, and visuals vary by platform and audience. Students will examine how organizations, both large and small, structure social media teams and develop social media strategies.

## **MKTG 2025 Intro to Digital Marketing – 2 credits**

This course introduces students to the core concepts of digital marketing and how marketing principles are translated into digital forums. Website strategy, search engine optimization (SEO), pay-per-click (PPC) marketing, social media marketing, email marketing, and e-commerce are covered. Students will explore how platforms, channels, and marketing technology intersect to bring seamless marketing experiences online.

## **MKTG 2035 Social Media Marketing – 2 credits**

This course introduces students to the core concepts of social media marketing and how social media platforms can serve as promotional channels, ways for companies to connect with customers, and community forums. Students will examine paid social media advertising, explore how to set up campaigns across multiple platforms and learn how tone, message, and visuals vary by platform and audience. Students will examine how organizations, both large and small, structure social media teams, develop social media strategies, and manage online communities.

## **MKTG 2302 Introduction to Marketing – 2 credits**

This course introduces students to the principle core concepts of marketing, emphasizing the four basic elements of the marketing mix (4-P's), target markets, and consumer behavior. Students will be introduced to the process of identifying consumer wants/needs and how marketing plans are developed to meet those wants/needs. Students will learn how marketing professionals deliver value in satisfying consumer/customer wants/needs, determine which target segments the organization can best serve, and decide upon appropriate products, services, and programs to serve these markets. Offered in the College for Women and the College for Adults.

## **MKTG 3250W Digital Integrated Marketing Communications – 4 credits**

This course emphasizes utilizing digital marketing tools and practices for the promotion element in the marketing mix. Focus is placed on effective integrated marketing communication (IMC) of all elements, including advertising, personal selling, public relations, sales promotion, sponsorship, interactive marketing, and other marketing channels. Students will earn industry-recognized digital marketing certifications and master web-based technologies and marketing tools such as social media platforms (e.g., Twitter, Instagram), online publishing platforms (e.g., WordPress, Wix), and online marketing schedulers (e.g., Hootsuite). As a writing intensive course, students will write individually, engage in peer-review, and produce several revisions. Offered in the College for Women and the College for Adults.

## **MKTG 3300 Digital Interactive Marketing Strategy – 4 credits**

Interactive Marketing: Social Networks, Multimedia, and SEO examines Internet digital marketing activities used by all industries in for-profit and non-profit models to advertise their brand, interact with customers, and ultimately convert searchers into buyers. This course focuses on several fundamental areas of interactive marketing: Search Engine Optimization (SEO), multimedia technologies such as graphic design, audio and video production, social networks, and community management. This course is built on experiential education whereby students work on real world projects for actual clients. Using a combination of current digital marketing theory and practical exercises; students will work with local small businesses and create a social media strategy, practice creating clear and reasonable recommendations for digital marketing and communicating them effectively, and successfully complete Google Ads and SEO certifications. Offered in the College for Women.

## **MKTG 3320 Digital Interactive Marketing Strategy – 2 credits**

This course focuses on several fundamental areas of interactive marketing, primarily Search Engine Optimization (SEO) and Google Ads. Using a combination of current digital marketing theory and practical exercises; students will work to create a digital marketing strategy, practice creating clear and reasonable recommendations for digital marketing and communicating them effectively, and successfully complete Google Ads and SEO (Search) certifications.

## **MKTG 3350 Market Research and Analytics – 4 credits**

This course focuses on developing fundamental research and analytical skills necessary to collect, evaluate, and communicate marketing data. Students partner with external clients to understand their research needs, determine an appropriate research design, gather relevant data, analyze findings, communicate results, and provide customized recommendations. Students earn industry-recognized digital analytics certifications and apply their knowledge to evaluate the effectiveness of digital marketing initiatives. This course enables students to gain hands-on learning, practice leadership and professional skills, and build connections with career professionals in our Twin Cities community. Offered in the College for Women and the College for Adults.

**Prerequisite:** MKTG 2302.

## **MKTG 4300 Strategic Marketing – 4 credits**

Strategic Marketing is a capstone course that brings together what has been learned in earlier marketing courses and introduces marketing decision-making and planning frameworks in the global environment to create customer value. Students explore strategy options, opportunity analysis, consumer behavior, strategy setting, marketing analysis, target customer identification, tactic development, and implementation to deliver superior customer value proposition and organizational performance. Students develop and propose a sustainable competitive advantage product or service for a specific company and project its earnings. A vital aspect analyzed is integrated marketing communication practices across all marketing initiatives, conventional and digital. The course allows students to claim the skills and knowledge needed to understand and function in a marketing capacity. Offered in the College for Women and the College for Adults.

**Prerequisites:** ACCT 2110, MKTG 2302.

**Recommended:** a statistics course, ECON 2610, ACCT 2130, MKTG 3250W, MKTG 3350, LEAD 3400.

## **MKTG 4684 Directed Study – 4 credits**