DIGITAL AND SOCIAL MEDIA MARKETING (DSMM)

DSMM 1010. Social Media Marketing Introduction. (0 Credits)
This course is designed to provide an introduction to the operational mechanics and key marketing and communication strategies associated with Facebook, Twitter, LinkedIn, Google+ and Pinterest. Students will no longer be confused by all the hype associated with social media or overwhelmed by the prospect of tweeting, pinning, connecting and updating their status. The course will also help business owners, professionals and non-profit managers understand how to hire, guide and monitor social media professionals. In addition, participants will learn how to leverage social media to enhance their online reputation and expand their career opportunities.

DSMM 1020. Social Media Marketing Advance. (0 Credits)
As businesses, brands, professionals and not-for-profit organizations increase their participation in social media marketing, it has become more and more critical that social media strategies be effectively integrated into the overall marketing mix. In this course we will examine how to develop and implement a successful content marketing strategy to engage customers and generate leads and sales through social media channels. Through a combination of readings, case study discussions and exercises, we will examine the various paid promotional opportunities and inbound marketing techniques including blogging that provide the foundation for social media marketing. This course assumes that the participants have a basic familiarity with the key social media sites including Facebook, Twitter, LinkedIn, and YouTube. We will also review the common tools and metrics associated with monitoring and measuring social media engagement.

DSMM 1030. LinkedIn—Get LinkedIn to Bus. (0 Credits)
LinkedIn has gained the reputation among popular social media platforms as the grown-up social network; a place to spotlight your accomplishments, expand your professional network, identify strategic partners, be found by prospective customers, attract clients and even locate a new job. Whether are new to LinkedIn or you have an existing LinkedIn profile but haven’t fully understood how to use it, this class will provide you with the fundamental strategies to create and improve your profile, leverage the platform’s key customer relationship management features, navigate the messaging and publishing opportunities, research contacts and competitors, attract new clients and generate sales leads. In addition, you will gain an in-depth understanding of how to increase the visibility of your business or organization using the site’s advanced promotional tools. Following the merger with Microsoft, LinkedIn is positioning itself to become a business development hub for entrepreneurs as well as established professionals. Sophisticated LinkedIn users will be in the best position to take advantage of the site’s valuable new functions.

DSMM 1110. Search Engine Marketing. (0 Credits)
Ever since the World Wide Web was launched close to 20 years ago, business owners, online marketers, content managers, professional service providers, website developers, webmasters and entrepreneurs have needed to focus attention and resources on improving their position in search engine response results and on driving traffic to their websites. Google and the other search engines are continually refining the algorithms they use to assign rankings. This course will provide an overview of the key techniques used to optimize the content on a website and landing page including keyword research and analysis, meta tagging, link building and blogging. Students will learn how to integrate paid search Adwords advertising, on-site optimization and social media marketing to form the core of a successful online marketing effort. In addition, students will develop an understanding of how to use Google Analytics data to improve their online conversion rates.

DSMM 1210. Mobile Marketing Strategy. (0 Credits)
More than 50% of the U.S. population owns a smartphone and over 40% of the time spent engaging with digital media occurs on a handheld device. Mobile is becoming an increasingly important marketing channel. Brands and agencies are focusing on ways to satisfy the increasing consumer demand for content and applications that can be accessed while on the go. This course will offer an in-depth analysis of all facets of mobile marketing including SMS (text) campaigns, QR codes, mobile applications, mobile advertising, location-based services such as Foursquare and mobile optimized websites. Students will gain an understanding of how to develop and implement a mobile strategy for the near term and the future as capabilities and budgets increase in scale.

DSMM 1310. Email Marketing. (0 Credits)
This course will provide methods to integrate email tactics and strategies into goal-oriented campaigns that support other marketing efforts to enhance brand awareness, motivate response and encourage direct sales. Students will learn how to leverage third party lists or build their own in-house file of recipients, understand the legal issues related to CAN-SPAM Compliance, design and execute a winning email message, and gain insight into the measurement of each deployment—which, when understood, will encourage the success of future email campaigns.

DSMM 1410. Cyber Law: Risks and Trends. (0 Credits)
Cyber risk management is not unique to a specific industry, but affects anyone who is online. This course provides the information you need to protect your business from a computer security breach, which could result in financial loss; loss of intellectual property; and loss of your brand’s positive reputation. The first half of this course provides an overview of the cyber threats and trends you will face and possible solutions. The second half of this course offers a review of the relevant aspects of Cyber Law. Cyber Law covers a broad spectrum of data security issues affecting intellectual property, privacy, freedom of speech, jurisdiction, and digital transactions. Students will explore some of the more common “hot topic” legal issues that arise when using social media and managing digital assets. Topics will include Digital Rights Management; COPPA; Cease and Desist orders; Copyright and Fair Use; US Patent Law and Amazon’s One-Click; Privacy Notice and Terms of Service and other current issues that arise in internet marketing.
DSMM 1510. Paid Advertising on Social Media: Everything You Need and Want to Know. (0 Credits)

Social media marketing has become an integral part of the promotional strategy for most companies, professionals and well-known brands. Consumers are spending more than 2 hours a day engaging with social media. However, today social media marketing has become more challenging and requires more resources as the rules of the game have changed dramatically over the past 5 years. Facebook has limited the organic reach of a business’ posts to less than 1% of its fan base. This is due to the need to generate revenue through advertising. The other platforms will soon follow Facebook’s lead. Therefore, it is critical that companies learn how to create and implement social advertising campaigns to generate awareness, conversion and revenue from their social media activities. Students will learn how, what, when and where to use the Ad Management platforms on Facebook, Twitter, LinkedIn and Instagram to successfully target, measure, monitor and improve their ongoing advertising activities on these social media platforms. The class will also explore the multiple types of advertising options available across devices.

DSMM 1610. Digital Marketing Analytics. (0 Credits)

"Marketing Metrics" and "Data Science" have become important buzzworthy phrases for businesses today. Many marketing professionals capture as much data as they can, but feel like they are reading tea leaves when trying to interpret the numbers. As a result they may end up spending a large chunk of their marketing budget on analytics tools, but not know how to use the information to optimize their marketing efforts. Understanding the message behind the numbers is the key to making informed marketing decisions. This course is designed to help students develop marketing strategies and make resource allocation decisions that are driven by quantitative analysis. Students will obtain the skills to use Google Analytics and email metrics to: • Measure the success of online and offline paid advertising campaigns. • Identify the best social channels and messaging for customer acquisition. • Determine the performance of premium content for lead generation such as watching a video, requesting a demo or downloading an E-book or whitepaper. • Discover which content on each page produces the most engagement and ultimately the best leads. • Calculate conversion rates and ROI for each integrated digital marketing campaign. In addition, students will learn best practices for setting up and capturing website analytics including referral traffic, differentiating among basic and advanced data sets, establishing tracking mechanisms and generating customized reports. Through class discussions, in-class exercises and case studies, students will also learn how to use Google Analytics techniques such as Events and UTM tags to track performance and conversion data as well as how to implement A/B and multivariate tests.