

## Course Outline

### Course Code, Number, and Title:

**MARK 3210: Digital Marketing**

### Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

**Credits: 3**

**Transfer Credit:** For information, visit [bctransferguide.ca](http://bctransferguide.ca)

### Course Description, Prerequisites, and Corequisites:

To succeed in today's economy, companies must incorporate the Internet into their marketing strategies. This course examines the role of the Web today and how to optimize the use of e-marketing. The course provides students with the fundamental principles and techniques for designing and developing effective websites for promotional, distribution, and interactive communication. Students will learn the basics of information design and usability, applications of social media, and will learn the fundamentals of website development.

Completion of a minimum of 54 credits including MARK 1115 with a minimum "C" grade and 6 credits of university-transferable English or Communications with a minimum "C" grade.

### Learning Outcomes:

Upon successful completion of this course, students will be able to

- Understand & Perform Search Engine Optimization (SEO / SEM)
- Develop Search Engine Marketing Campaigns & Assess Effectiveness
- Apply Various Online Display Advertising Options
- Determine Appropriate KPIs & Evaluate Using Web Analytics
- Understand and Implement Best Practices in Email Marketing
- Design an Effective Social Media Campaign
- Improve and Implement Online Reputation Management
- Understand & Perform Search Engine Optimization (SEO / SEM)

**Instructor(s): TBA**

**Office: TBA**

**Phone: TBA**

**Email: TBA**

**Office Hours: TBA**

### Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit [https://mycampusstore.langara.bc.ca/buy\\_courselisting.asp?selTerm=3|8](https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8)

*Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored*

*on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

**Assessments and Weighting:**

Final Exam %  
Other Assessments %  
(An example of other assessments might be:) %

Information currently unavailable, please consult Department for details.

**Grading:**

Specific grading schemes will be detailed in each course section outline.

Information currently unavailable, please consult Department for details.

**Detailed Course Schedule:**

Information currently unavailable, please consult Department for details

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

**College Policies:**

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

**Departmental/Course Policies:**