

**BMK 155 Course Outline as of Fall 2019****CATALOG INFORMATION**

Dept and Nbr: BMK 155 Title: DIGITAL MARKETING TOOLS

Full Title: Digital Marketing Tools

Last Reviewed: 1/28/2019

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50

Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable

Grading: P/NP Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

This survey course will introduce students to the major types of digital marketing tools and technologies currently in use. Students will learn when and how to apply these tools and technologies to achieve desired marketing results. As this is a rapidly evolving field, the specifics of tools and technologies will change to reflect current practices.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:****Schedule of Classes Information:**

Description: This survey course will introduce students to the major types of digital marketing tools and technologies currently in use. Students will learn when and how to apply these tools and technologies to achieve desired marketing results. As this is a rapidly evolving field, the specifics of tools and technologies will change to reflect current practices. (P/NP Only)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:

<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
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<b>CSU Transfer:</b>	Effective:	Inactive:
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<b>UC Transfer:</b>	Effective:	Inactive:
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**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

**Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Define the major digital marketing tools and technologies
2. Create a digital marketing campaign

**Objectives:**

Upon completion of the course, students will be able to:

1. Set objectives for a digital marketing campaign
2. Create a coherent digital brand and story platform
3. Create and produce online content
4. Use the major types of inbound and outbound digital marketing
5. Create and maintain an ongoing customer relationship
6. Convert customer interest into a desired marketing action
7. Use A/B testing and analytics to analyze and refine campaigns
8. Use data in an ethical and sustainable way
9. Know where to find resources for continued education and certification

**Topics and Scope:**

I. Introduction

- A. Examples of successful digital marketing
- B. The digital marketing funnel
- C. Setting objectives.
- D. Key Performance Indicators (KPIs)

II. Your Brand

- A. Branding
- B. The mission and the target audience
- C. Story platform

- III. Online Content Creation and Production
  - A. Prototyping tools (i.e. Canva)
  - B. Content Management System (CMS) (i.e. Wordpress)
  - C. Social media platforms (i.e. Facebook/Instagram, etc.)
- IV. Inbound Marketing: How Customers Find Your Brand/Product
  - A. Paid advertising platforms (i.e. Google Ads)
  - B. Search Engine Optimization (SEO)
  - C. Content marketing
- V. Outbound Marketing: Finding Customers
  - A. Email marketing
  - B. Paid ads
  - C. Contextual ads
  - D. Lookalike audiences
- VI. Maintain an Ongoing Customer Relationship
  - A. Capturing names and data
  - B. Email, promotions, offers, quizzes
  - C. Social media, blogs, Content marketing
- VII. Convert Customer Interest into Action
  - A. Social media conversion campaign
  - B. Landing pages
  - C. Promotions, offers
- VIII. Measure Campaign Success
  - A. A/B Testing
  - B. Analytics
- IX. Ethics and Sustainability
  - A. Using data responsibly
  - B. Maintaining sustainable and ethical relationships with customers
- X. Developing as a Digital Marketer
  - A. Tutorials (i.e. Google/Facebook)
  - B. Industry research (i.e. Hootsuite)
  - C. Learning platforms (i.e. Lynda.com, Udemy)
  - D. Certification Programs

**Assignment:**

1. Read 5 - 25 pages a week
2. Online research of digital marketing examples
3. Create Digital Marketing pieces (8 - 12)
4. Quizzes (4 - 8) and final exam

**Methods of Evaluation/Basis of Grade:**

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because skill demonstrations are more appropriate for this course.

Writing  
0 - 0%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Digital Marketing pieces

Problem solving  
20 - 30%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Digital Marketing pieces

Skill Demonstrations  
20 - 40%

**Exams:** All forms of formal testing, other than skill performance exams.

Quizzes and a final exam

Exams  
20 - 30%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Online research of digital marketing examples, attendance and participation

Other Category  
20 - 30%

### **Representative Textbooks and Materials:**

Instructor prepared materials