

Digital Marketing Strategies Course Syllabus

Description of Course:

This course delves into the strategies and tools used in digital marketing, including SEO, content marketing, and social media advertising. Students will develop and implement a digital marketing campaign.

Instructor and Contact Information:

Dr. Alex Johnson

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Office Hours: Thursday, 1-3 PM or by appointment

Course Goals & Objectives:

The course aims to provide students with a comprehensive understanding of digital marketing tactics and how to effectively reach and engage online audiences.

Expected Learning Outcomes:

- Proficiency in developing and executing digital marketing campaigns
- Ability to analyze and optimize marketing performance
- Competence in using digital marketing tools and platforms

Assignments and Due Dates

Week	Topic	Assignments/Activities
Week 1	Introduction to Digital Marketing	Discussion Post due 1/12
Week 2	SEO and Content Marketing	Submit SEO Plan due 1/19

Week 3	Social Media Strategies	Create Social Media Campaign due 1/26
Week 4	Email Marketing	Submit Email Marketing Plan due 2/2
Week 5	Campaign Analytics	Submit Campaign Performance Report due 2/9