

University of Arkansas – Fort Smith
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General Syllabus

MGMT 4143 Digital Marketing

Credit Hours: 3 Lecture Hours: 3 Laboratory or other types of
Hours: 0

Prerequisite: Admission to the College of Business and MKTG 3013 Principles of Marketing Management or consent of instructor

Effective Catalog: 2020-21

I. Course Information

A. Catalog Description

Explores issues facing 21st century firms throughout their transition to digital operations. Introduces modern analytical software and approaches used in marketing.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Evaluate various tools used by digital marketers.
2. Perform and interpret a website analysis using Google Analytics.
3. Develop business recommendations based on website analysis.
4. Formulate improvements in a website's Google ranking via Search Engine Optimization (SEO).
5. Promote a business on social media.
6. Guide a business in developing a digital marketing strategy or presence.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Communication Skills (written and oral)

Students will develop and present a coherent set of business recommendations designed to upgrade the digital footprint of a website. This would include plans for search engine optimization and social media integration.

Analytical Skills**Critical Thinking Skills**

Students will interpret quantitative analysis to make strategic/tactical recommendations.

Analytical Skills**Quantitative Reasoning Skills**

Students will isolate quantitative measures relevant to business problems and analyze those measures using tools such as Google Analytics.

III. Major Course Topics

- A. Google Analytics
- B. Search Engine Optimization
- C. Paid Search Advertising
- D. Increasing ROI of Social Media
- E. Paid Media Campaign Platforms
- F. Advertising Analytics
- G. Customer Analytics & Customer Lifetime Value
- H. Augmented Reality
- I. Coming Uses of Mobile and Video