

## **Digital and Social Media Marketing (6 ECTS)**

The Internet and digital media have transformed marketing since the first website went live in 1991. More than 25 years later, over one billion people around the globe regularly use the web to find products, entertainment, and even soul mates. Consumer behavior and the way companies market to both consumers and businesses have changed dramatically. To succeed in the future, organizations need marketers, strategists, and agencies with up-to-date knowledge of how to apply digital media such as the web, e-mail, and mobile phones. Digital marketing is an exciting area to be involved in, since it poses many new opportunities and challenges. *Digital & Social Media Marketing* provides a project-based and practical approach to succeeding in this industry, through a rigorous approach to understanding digital marketing and social media. Throughout the course we will survey, critique, and evaluate the key issues in digital marketing and social media analytics. In this course, we will cover the what, why, and how of major current approaches, including digital consumer behavior, communication, and customer care, through topics such as: website traffic analytics, search engine optimization, search and display advertising, content marketing, eWOM, and social media marketing and analytics. Digital marketers approach their jobs with a curiosity about how new technologies will change business, with an insistence that strategy drive tactics, and with a measurement mindset. The course is designed to get you to think like a digital marketing professional, and to give you experience with industry-relevant hands-on assignments and exercises.