Bachelor of Science in Marketing
Digital and Social Media Marketing Concentration
Course Descriptions

Substantial growth opportunities for careers in digital and social media marketing have been driven by the rise in popularity of emerging online and mobile technologies. Students interested in pursuing careers in this area will find the Digital and Social Media concentration to be an appropriate fit.

Possible Jobs: Social Media Marketing Manager, Content Strategist, Search Engine Optimization Specialist, Online Community Manager, Social Media Planner, Web Analytics Manager, Social Media Copywriter, Digital Advertising Associate, and Customer Relationship Marketing Manager.

For additional information, contact
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MKT 3600: Digital and Search Engine Marketing
Prerequisite: MKT 3050

In this course, students will examine how online marketing techniques can maximize brand awareness and sales generation. Through marketing plan and other exercises, students will learn how to develop advertising and communications strategies that blend traditional marketing concepts with marketing in a digital age. Specifically, the course demonstrates how to boost website traffic through online advertising, precision email campaigns and websites designed for customer usability. In addition, students will further examine how search engine marketing techniques and keyword research are used in Web 2.0 environments to maximize website exposure and viewer experience. The course will then demonstrate the most effective ways to measure these results through web analytics.
MKT 3605: Content Marketing
Prerequisite: MKT 3600
This course provides an extensive overview of content marketing strategies that activate a marketer’s engagement with their social media communities. Using both educational and entertaining formats, students will learn how to best engage their target communities with a media mix of video, photo-based, graphic, audio and textual content. Strategies will be developed for creating and sequencing blogs, eBooks, webinars, podcasts, e-newsletters, slide shows and other talk-worthy content that educates and/or entertains target audiences while laying the foundation for a loyal following. Students will further examine how this online content can boost search engine results and social media reach while enabling targeted email campaigns to track audience needs from content downloading behaviors used in online selling strategies.

MKT 3610: Social Networking
Prerequisite: MKT 3600
This course offers a comprehensive overview of how social networking is used in brand awareness and sales generation. Specifically, students will become familiar with the role played by social networks in spreading marketing content, building target audience communities and creating thought leadership. Tools and techniques will be introduced for posting, pinning and sharing content through Facebook, LinkedIn, Twitter, Google+, Tumblr and a variety of photo and video sharing networks. Students will learn how to activate and engage communities of these networks with contests and brand conversations as well as share-worthy content. The course includes social media marketing plan exercises that provide hands-on experience in both social community development and fan engagement. In addition, context-marketing strategies will be examined for reaching audiences through location-based services, mobile apps and behavioral targeting techniques.