BUS. 193 Digital Marketing

BUS. 193 DIGITAL MARKETING

This course provides a comprehensive overview of digital marketing, which is the practice of promoting products, services, or brands using technology such as websites, search engines, social media, email, and mobile apps. The course covers critical digital marketing strategy components. Through the discussion of theoretical concepts as well as engaging in hands-on activities, students are exposed to careers in this dynamic field. *Letter Grade Only. Degree Credit.*

Units: 3

Hours/semester: 48-54 Lecture; 96-108 Homework

Transfer Credit: CSU