

MKT 2290: Digital Marketing

Covers digital marketing skills: search engine optimization (SEO), search engine marketing (SEM), e-mail, Social Media, and Mobile marketing. Uses on-line simulation to develop SEM skills.

Credits: 3.0

Prerequisites:

VSB 2020

MKT 1137

SBI 3006

SBI 3040

VSB 2020 or MKT 1137 or SBI 3006 or SBI 3040

Program: [Marketing](#)