



BAKER COLLEGE

STUDENT LEARNING OUTCOMES

MKT 3410 Digital Marketing I
3 Semester Hours

Student Learning Outcomes and Enabling Objectives

1. Create a social/digital networked marketing plan.
 - a. Investigate the impact of advertising trends.
 - b. Apply components of the strategic communication planning process.
 - c. Integrate current trends into a strategic communication plan.
 - d. Illustrate how digital media and advertising can influence consumer behavior, customer relationships, and management processes.
 - e. Use terminology in relation to the infrastructure of digital networked environment, interface design, online consumer behavior, online advertising/communication, social media, and industry leaders and organizations.
 2. Develop a digital networked communications campaign.
 - a. Critique a digital communication plan.
 - b. Determine a strategy using digital media based on the target market and the Product Demand Life Cycle.
 - c. Evaluate different digital media options for promotion and communication.
 - d. Apply social media marketing plan elements to the digital networked communications campaign.
 3. Explore corporate ethical responsibility in digital media communication.
 - a. Discuss advertising professionalism, social responsibility, and legal issues in digital media communication.
 - b. Explain the main ethical, social, and political issues raised by the use of media.
 4. Investigate professional opportunities in promotion, advertising, and communication.
 - a. Identify the necessary skill set for each area of opportunity.
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Big Ideas and Essential Questions

Big Ideas

- Strategic Communication Planning
- Digital Media
- Customer Relationship Management
- Ethics

Essential Questions:

1. What is the role of digital marketing in the product demand life cycle (PDLC)?
 2. What are the pros and cons of different digital media?
 3. How do digital media communications affect culture and society?
 4. How would a marketer establish an online community?
 5. How would a marketer establish, monitor, and maintain customer relationships?
 6. How does communication impact our brand?
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These SLOs are approved for experiential credit.

Effective: Fall 2017

