



BAKER COLLEGE

STUDENT LEARNING OUTCOMES

MKT 3420 Digital Marketing II
3 Semester Hours

Student Learning Outcomes and Enabling Objectives

1. Design an interactive media campaign.
 - a. Evaluate the usability and design properties of a website.
 - b. Utilize multimedia and interactive features to support the interactive media campaign.
 - c. Apply the internet marketing mix to create a positive customer experience.
 - d. Distinguish the benefits, cost, and value of the campaign for the customer and for the organization.
 - e. Apply branding techniques to manage the customer relationship for both online and offline customers.
 - f. Assess the site objectives and the methods of measuring these objectives.
2. Defend the rationale for the selected marketing tools.
 - a. Assess the relevance of the selected marketing tools and online content for the target audience.
 - b. Identify the market segments served.
 - c. Analyze the environmental, situational, and personal factors that could potentially affect users.
 - d. Apply appropriate e-marketing metrics to support the rationale for the selected marketing tools.
 - e. Evaluate the company's online infrastructure.
 - f. Recommend strategies for improving the business model or opportunities for the company.
 - g. Outline the strategic planning process to manage a digital footprint, including both creation and elimination.
3. Distinguish various legal, ethical, and privacy issues in relation to digital marketing.
 - a. Identify the parameters of copyright control, intellectual property rights, domain name control, and privacy protection.
 - b. Compare the legal and ethical approach to opt-in versus opt-out options for future correspondence.
 - c. Discuss the issue of allowing user-generated content on your company's website.

Big Ideas and Essential Questions

Big Ideas

- Internet Properties and Marketing Implications
- Benefit, Cost, and Value Creation (The Marketing Mix)
- Consumer Characteristics and Branding Strategy
- Legal, Ethical, Privacy Issues
- E-Marketing Metrics
- Future Potentials and Trends

Essential Questions:

1. What is the role of digital marketing in the product demand life cycle for the target?
 2. What is the practical relevance/irrelevance of different digital media for the target?
 3. How do your digital media communications interact with the current target market?
 4. How would you establish an online community and what would be your objectives in doing so?
 5. How would you establish, monitor, and maintain customer relationships?
 6. How does digital communication potentially impact your brand?
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These SLOs are approved for experiential credit.

Effective: Fall 2017

