

Ent 386: Digital Marketing

This course provides students with an introduction to digital marketing topics, and addresses ethical and regulatory factors that heavily influence organizational strategy in today's marketplace. This course enables the student to construct and deliver a web-based and social media-based marketing campaign. The course will focus on specific and actionable information and prepare the student to complete Google Digital Garage certification or equivalent. 3 Credits

Prerequisites

• Pre-Requisite: 24 Earned Hours

Instruction Type(s)

Lecture: Lecture for Ent 386

Subject Areas

Business Administration and Management, General

Related Areas

- Business/Managerial Operations, Other
- Logistics, Materials, and Supply Chain Management
- Operations Management and Supervision
- Project Management

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

