

## Ent 386: Digital Marketing Management

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
- Lecture: Web-based 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](#)

