

Digital Media Marketing

Session 1: Media Marketing

1. Introduction - Introduction To Digital Marketing
2. Statistics Review
3. Principles of Marketing
4. Web Marketing
5. Digital Marketing: Tools and Metrics
6. Search Engine Marketing – I
7. Search Engine Marketing – II
8. Social Media
9. Mobile Marketing: Incorporating Time and Space
10. Overview of the B2B and B2C Mobile Marketing
11. Social Media Analytics
12. Case Discussion: Social Networking Sites
13. Purchase Multi-Channel Attribution in Web sites
14. Email Marketing
15. Course Summary
16. Making a Website
17. Final Exam