

ARIZONA WESTERN COLLEGE  
SYLLABUS

## DME 101 DIGITAL MARKETING &amp; E-COMMERCE

Credit Hours: 4 CR, 3 LEC, 2 LAB

PREREQUISITE: NONE

COURSE DESCRIPTION

This course focuses on the skills that employers are seeking, including email marketing, designing, and running an online store, social media marketing, and marketing analytics. This course is Open Entry/Open Exit (OE/OE).

1. COURSE GOAL

This course prepares learners with a basic knowledge and understanding of digital marketing and e-commerce and the how to attract and engage customers through digital marketing channels like search and email, measure marketing performance through analytics and present insights, build e-commerce stores, analyze online performance, and grow customer loyalty.

2. OUTCOMES

Upon satisfactory completion of this course, students will be able to:

- 2.1 Explore the fundamentals of digital marketing and e-commerce.
- 2.2 Attract and engage customers through digital marketing channels like search and email.
- 2.3 Build business strategies that will steady and support business growth.
- 2.4 Find out how to excel at displaying advertisements and grab attention with your graphics.
- 2.5 Explore the right approaches to email marketing.
- 2.6 Identify how to target and build a local client base through directories, search presence, and more.
- 2.7 Be able to distinguish between mobile sites and apps.
- 2.8 Learn SEM (Search Engine Marketing), how to use the tools, and run successful paid campaigns.
- 2.9 Learn SEO (Search Engine Optimization), and how to organically increase your website's ranking, and what strategies to use.
- 2.10 Explain how to set up a plan for boosting your social media reach with measurable results.
- 2.11 Understand the importance of incorporating video format marketing that is seen by the audience you are targeting.
- 2.12 Describe measure marketing performance through analytics and present insights.
- 2.13 Build e-commerce stores, analyze online performance, and grow customer loyalty

3. METHODS OF INSTRUCTION

- 3.1 Lecture
- 3.2 Multi-media Presentations
- 3.3 Resource reading materials

4. LEARNING ACTIVITIES

- 4.1 Reading Assignments
- 4.2 Case Studies
- 4.3 Videos

5. EVALUATION

- 5.1 Quizzes/Exams
- 5.2 Assignments
- 5.3 Participation

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 Classroom Assignments: Students are responsible for work missed and for completing all work before the next class meeting. Students are responsible for participating in all oral drills and for taking all exams.
- 6.3 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.4 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.5 Academic Integrity: Any student participating in acts of academic dishonesty including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.6 Textbooks and materials: Students are required to bring notebook or looseleaf book, pens, pencils, dictionaries, and purchase textbook required for class.
- 6.7 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester. Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.

For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):

- Submitting an academic assignment
- Taking an exam, an interactive tutorial or computer-assisted instruction
- Attending a study group that is assigned by the school
- Participating in an online discussion about academic matters
- Initiating contact with a faculty member to ask a question about the academic subject studied in the course