

ARIZONA WESTERN COLLEGE
SYLLABUS

MKT 130 PRINCIPLES OF DIGITAL MARKETING

Credit Hours: 3 Lec 3

PREREQUISITE: MKT 110 Principles of Marketing

COURSE DESCRIPTION

In this course, students will explore the fundamental concepts, strategies, and tools used to effectively market products and services in the digital landscape. Students will examine the digital ecosystem, including SEO, SEM, and content marketing, as well as social media, mobile, and email marketing. Additionally, students will use data to measure campaign performance and inform decision-making, as well as explore the latest innovations in digital marketing, including AI and influencer marketing.

COURSE GOALS

The goal of this course is to provide students with a comprehensive understanding of digital marketing principles and strategies. Students will learn to effectively utilize digital tools and platforms to create, implement, and evaluate digital marketing campaigns.

2. COMPETENCIES

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

- 2.1 understand the digital marketing channels used to develop digital marketing strategies.
- 2.2 develop digital marketing strategies that engage audiences and align with business objectives.
- 2.3 create engaging content tailored for various digital platforms.
- 2.3 analyze and interpret digital marketing metrics to optimize campaign performance.
- 2.5 apply ethical considerations in digital marketing practices.

3. METHODS OF INSTRUCTION

- 3.1 Lectures
- 3.2 Resource reading material
- 3.3 Class discussions
- 3.4 Student projects
- 3.5 Research

4. LEARNING ACTIVITIES

- 4.1 Reading assignments
- 4.2 Discussion board activities
- 4.3 Campaign development
- 4.4 Case studies

5. EVALUATION

- 5.1 Class participation
- 5.2 Assignments
- 5.3 Case studies
- 5.4 Student projects

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 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 Students who are not attending as of the 45th day of the course may be withdrawn by the instructor.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.
- 6.3 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.
- 6.4 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.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 6.6 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