MKT6365 - Marketing Digital Lab

MKT 6365 Marketing Digital Lab (3 semester credit hours) This course offers students the opportunity to learn and work with different digital applications frequently used by marketing/advertising companies and agencies. The course incorporates the use of emerging digital tools utilized in user experience (UX) web and mobile testing, data visualization, website creation, web based apps, search engine optimization, and paid search campaigns (i.e. Google AdWords). Prerequisite: MKT 6301 and Corequisite: MKT 6321, or instructor consent required. (0-3) T