ENTP 4335 Digital and Internet Marketing (3 semester credit hours) The course provides an introduction to using marketing in the digital and social media environment. The course has special emphasis on the use of different Internet platforms in direct marketing such as email, search engine optimization, paid search, and social media (YouTube, Linkedin, Facebook, Twitter). Students will learn how to create and manage a paid search advertising campaign using Google AdWords. Students will have hands on practice through several labs that will cover: importing and exporting data, merging and purging (duplicate) records, using YouTube, and creating and running a Google Ads campaign. The measurability and accountability of direct marketing is stressed, including Excel based direct marketing math such as return on promotion calculations. Prerequisite: MKT 3300. (Same as MKT 4330) (3-0) Y