MKT 6365 - 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