

ENTP4331 - Digital Prospecting

[ENTP 4331](#) Digital Prospecting (3 semester credit hours) The course explores three distinct areas within marketing and sales, namely, digital marketing, traditional sales prospecting, and sales technology organization and strategy. The continuing convergence of the digital marketing and sales funnels has created a strategic continuum from digital lead generation to digital sales. The course identifies the current composition of this digital continuum while providing opportunities to evaluate sales and marketing digital strategies. The course will cover concepts including the difference between inbound and outbound digital marketing strategies, tracking, CRM inquiries in the funnel and lead scoring. An estimated 40 Community Engagement Hours can be earned in this class. (Same as [MKT 4331](#)) (3-0) Y