

# MKT4330 - Digital and Internet Marketing

[MKT 4330](#) 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 places special emphasis on using different platforms and on best practices in email, search engine optimization, paid search, social media, and web analytics. Students will learn how to create and manage a paid search advertising campaign using Google AdWords with the option of becoming Adwords certified (Fundamentals exam required). An estimated 10 hours of community engagement experience can be earned if the project is performed for a nonprofit organization. Prerequisite: [MKT 3300](#). (Same as [ENTP 4335](#)) (3-0) Y