DIGITAL MARKETING ANALYTICS (TEDM)

TEDM 1010 — Introduction to Marketing (formerly TEDM 1000)
Credits: 2
Lecture hours: 2
This Introduction to Marketing course is designed to help students become proficient in the fundamentals of marketing and best practices. The course will cover key digital marketing terms, marketing research, buyer personas, positioning, buyer behaviors, brand management, product management, and pricing. Students will learn through lectures, guest speakers, presentations, and hands-on application of the skills needed to be modern-day digital marketers. Upon completion of this course, students will have an understanding of marketing principles and be ready to learn and practice digital marketing skills.

TEDM 1030 — Content Marketing & Analytics
Credits: 4
Lecture hours: 4
This Content Marketing & Analytics course is designed to help students become proficient in content marketing, web design, and marketing analytics using today's leading platforms. The course will cover content marketing best practices, content marketing strategy, creating marketing content, website design, website creation, tracking marketing analytics, and measuring and reporting on marketing efforts. Students will learn through lectures, guest speakers, presentations, and hands-on applications the best practices and strategies of content marketing. After the completion of this course, students will be able to obtain an entry-level position as a content marketer.

TEDM 1040 — Email Marketing (formerly TEDM 1020)
Credits: 2
Lecture hours: 2
This Email Marketing & Customer Relationship Management course is designed to help students become proficient in email marketing using today's leading platforms. The course will cover email marketing best practices, email marketing strategy, creating emails, lead generation, landing pages, tracking email marketing analytics, and email marketing automation. Students will learn through lectures, guest speakers, presentations, and hands-on applications the best practices and strategies of email marketing. After the completion of this course, students should be able to obtain an entry-level position as an email marketer.

TEDM 1050 — Search Engine Optimization (formerly TEDM 1100)
Credits: 2
Lecture hours: 2
This Search Engine Optimization course is designed to help students become proficient in SEO using today's leading platforms. The course will cover Search Engine Optimization best practices, On-Site SEO, Off-Site SEO, Technical SEO, SEO Audits, and today's leading SEO tools. Students will learn through lectures, guest speakers, presentations, and hands-on applications the best practices and strategies of SEO. After the completion of this course, students should be able to obtain an entry-level position as a Search Engine Optimization Specialist.

TEDM 1060 — Digital Advertising (formerly 1110)
Typically Offered: Fall, Spring, Summer
Credits: 3
Lecture hours: 3
This Digital Advertising course is designed to help students become proficient in Search Engine Marketing using today's leading platforms. The course will cover Digital Advertising best practices, Search Ads, Display Ads, Video Ads, Digital Ad Optimization, Analyzing Ad Performance, and current leading Digital Advertising Platforms. Students will learn through lectures, guest speakers, presentations, and hands-on applications the best practices and strategies of Digital Advertising. After the completion of this course, students should be able to obtain an entry-level position as a Digital Advertising Specialist.

TEDM 1070 — Social Media Marketing (formerly TEDM 1300)
Credits: 3
Lecture hours: 3
Social media allows businesses to gain a competitive advantage by creating and distributing relevant content to clearly-defined audiences. Students entering the workforce must utilize new and ever-changing social media marketing strategies to help businesses succeed. In this course, students will be introduced to effective social media tools and tactics that can immediately be applied as they enter the business world. (Cross-listed with BUS 1300.)

TEDM 1080 — Advanced Digital Marketing (formerly TEDM 1200)
Credits: 2
Lecture hours: 2
This Advanced Digital Marketing course is designed to help students become proficient in Advanced Digital Marketing tactics, best practices, and strategies. The course will cover advanced marketing strategies for Content Marketing, Email Marketing, Search Engine Optimization, Conversion Rate Optimization, Digital Advertising, Social Media Marketing, and/or Marketing Analytics. Students will learn through lectures, presentations, and hands-on training these advanced marketing skills.