

Brief Course Outline

Course Title: **Digital Marketing & Communications**

Course Number and Section:

MOS

3398B 550

Instructor Name(s): Jon Munn

Instructor Email(s): jmun4@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

Course Description:

Digital Marketing offers students the opportunity to explore digital marketing, including digital strategy, marketing planning, project management, social media, search engine optimization, content marketing, and analytics. Students will develop critical thinking, inquiry and analysis, problem-solving, and communication competencies.

Learning Outcomes:

Identify and evaluate key concepts, principles, and theories related to digital marketing strategy, content creation, online consumer behavior, audience segmentation, and analytics.

Apply digital marketing tools and techniques to solve practical communication challenges and make data-driven marketing decisions.

Create and implement integrated digital campaigns that leverage social media, mobile platforms, and emerging technologies to achieve organizational goals.

Demonstrate effective written and oral communication skills by developing and presenting digital marketing strategies and plans tailored to real-world business scenarios.

Collaborate effectively in teams to analyze digital trends, develop strategic solutions, and deliver creative content that aligns with brand objectives and market needs.

Textbooks and Course Materials:

There is no textbook for this course, however, the readings listed in the syllabus are mandatory readings, providing valuable insights into the world of marketing and serves as a supplementary resource to enhance your understanding of the lectures, class discussions and assignments. Quizzes will also be based off the readings, lectures and supplementary material. Please note, the readings below are tentatively selected and may be updated or replaced at the instructor's discretion.

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Quiz #1	02/04/2025	10
Quiz #2	03/25/2025	10
Creative Collateral Package	03/25/2025	10
Digital Marketing Plan	03/25/2025	30
Digital Marketing Plan Presentation	04/1/2025	15
Participation		20

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.

Thursday, December 5, 2024