

Brief Course Outline

Course Title: **Digital Marketing & Communications**

Course Number and Section

MOS

3398B 550

Instructor Name(s): Jon Munn

Instructor Email(s): jmunn4@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL Brightspace 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: one outcome per entry

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:

No required text.

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Quizzes 1	02/07/2025	10
Quizzes 2	03/27/2025	10

Assignment	Due Date mm/dd/yy	Weight - %
Term Project: Production Week	02/13/2025	5
Term Project: Creative Collateral Package	03/27/2025	10
Term Project: Digital Marketing Plan	03/27/2025	30
Term Project: Digital Marketing Plan Presentation	04/03/2025	15
Participation		20

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

Monday, December 8, 2025

Huron Brief Course Outline

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
 - Or include the weblink of the textbook's publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].