BA 233 Internet Marketing Outcomes

This is a hands-on, skills oriented course. Upon completion of this course, students should be able to:

1. Describe customer behavior when using websites and social media;
2. Integrate internet marketing with other communication tools from the promotion mix;
3. Prepare an email marketing campaign;
4. Create a strategy for local search on the web;
5. Create a strategy and content for a social media campaign;
6. Use industry analytics in optimizing websites;