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CMPT 1426: Digital Marketing: An introduction to the fundamentals

EFFECTIVE DATE

September 2020

DEPARTMENT

Computers - City Centre

DESCRIPTION

This course will introduce students to the fundamentals of modern digital marketing channels such as, Search Engine Optimization (SEO), Pay-Per-Click Advertising (PPC), Email Marketing, Social Media, Native Advertising, Content Marketing and more. This course is suitable for everyone from business owners that want to get introduced to modern marketing methods, working professionals that wish to up-skill, to anyone that wants to increase their general knowledge about digital marketing methods. Concepts will be taught through lecture material, and the bulk of the sessions will be composed of students working on real world projects. Students are encouraged to apply class concepts to a business or brand of their choice.

CREDITS

0.0

YEAR OF STUDY

General Interest

PREREQUISITES

Recommended: Basic knowledge of Microsoft Office suite.

COREQUISITES

None

COURSE LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Describe modern marketing channels, such as Search Engine Optimization (SEO), Pay-Per-Click (PPC), E-mail, and Native Advertising, and summarize the differences among them.
- Explain the methods to increase traffic to websites using modern marketing channels and identify the process to make the most of that traffic through conversion rate optimization.
- Distinguish between traditional marketing methods and modern marketing methods.
- Summarize the differences between content that is created to convert users and content that is created to

educate.

- Describe the importance of running marketing campaigns that incorporate all channels.
- Describe the techniques to optimize marketing campaigns to improve Return on Investment (ROI) for current and future campaigns.
- Find trends, insights and opportunities for growth using industry leading tools.

PRIOR LEARNING ASSESSMENT & RECOGNITION (PLAR)

None

HOURS

Lecture: 15

INSTRUCTIONAL STRATEGIES

GRADING SYSTEM

Satisfactory/Unsatisfactory

PASSING GRADE

'S' based on minimum 80% attendance

EVALUATION PLAN

None

COURSE TOPICS

- SEO
 - Social Media Advertising
 - Pay Per Click Advertising
 - Content Marketing
 - Native Advertising
 - Conversion Rate Optimization
 - E-Mail Marketing
 - Content Creation
 - Conversion Funnels
 - Consumer Trends
 - Lead Generation
 - Wider Marketing Mix
 - Website Analytics

LEARNING RESOURCES

None

Notes:

- Course contents and descriptions, offerings and schedules are subject to change without notice.
- Students are required to follow all College policies including ones that govern their educational experience at VCC. Policies are available on the VCC website at:
<https://www.vcc.ca/about/governance--policies/policies/>.
- To find out how this course transfers, visit the BC Transfer Guide at <https://www.bctransferguide.ca>.

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