

# BA 340: Digital Marketing

Digital Marketing (DM) will give students the theoretical understanding of the Internet marketplace necessary to adapt to its many changes, while also equipping them with the skills needed to perform vital daily functions. Students will learn the basics of Search Engine Optimization (SEO) and Search Engine Marketing (SEM). DM allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly-defined audiences. Third party digital and social media certifications will be embedded into the course.

**Hours:** 3

**Prerequisites:**

BA 232

Grade of C or higher required in BA 232

**Program:** [Business](#)

**Semester Offered:**

Spring