

Course discipline/number/title: BUS 2202: Consumer Promotions and Digital Marketing

A. CATALOG DESCRIPTION

1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. Other requirements: None
5. MnTC Goals (if any): NA

B. COURSE DESCRIPTION: This course is a study of the principles and practices of consumer promotions and digital marketing for a business organization. Students will study the components and interrelationships of the promotional mix: personal selling, sales promotion, advertising, public relations and direct marketing within the context of the digital ecosystem. Topics include understanding the process and benefits of implementing an integrated marketing communication (IMC) strategy, analyzing the functional areas of the promotional mix, identifying how brand relationships are created and maintained, determining what impacts consumers and business buying decisions, and building relationships through data management. Throughout the course, students will be prepared to take the Google AdWords Certification exam to equip them to navigate a significant portion of the digital ecosystem. Students will be exposed to the use of Artificial intelligence and its application to the marketing discipline.

C. DATE LAST REVISED (Month, year): February, 2023

D. OUTLINE OF MAJOR CONTENT AREAS:

1. Integrated marketing communications promotional process
2. Digital audit and analysis
3. Functional areas of the promotional mix and application on digital channels
4. Relationships through data management
5. Emerging technology and its integration into promotional strategies
6. Social, ethical, legal and crisis management issues in designing a promotional strategy
7. Management of the promotional plan
8. Preparation for Google AdWords Certification
9. Artificial intelligence

E. LEARNING OUTCOMES (GENERAL): The student will be able to:

1. Explain and analyze a cohesive promotional plan.
2. Demonstrate effective ability to audit a business's online presence across the digital ecosystem.
3. Describe the functional areas of the promotional mix (advertising, personal selling, promotions, public relations, and direct marketing) and their interrelationship within the context of digital channels.
4. Demonstrate how to build relationships through data management.
5. Explain the impact of the emerging technology alternative marketing and its use as a promotional tool.
6. Translate ethical, social, legal, and crisis management concepts into responsible behavior in a marketing environment.
7. Develop a promotional plan and program implementation.
8. Prepare for the Google AdWords Certification test in order to navigate a significant portion of the digital ecosystem.
9. Explore the use of Artificial intelligence and its application to the marketing discipline.

F. LEARNING OUTCOMES (MNTC): NA

G. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:

1. Assignments, projects, and case studies
2. Presentations
3. Exams



- H. RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcome(s):
Critical Thinking. Students will think systematically and explore information thoroughly before accepting or formulating a position or conclusion.

- I. SPECIAL INFORMATION (if any): None