

# CMIS 544. DIGITAL MARKETING AUTOMATION, PLANNING AND TECHNOLOGY.

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Credits: 3

Offered by: Technology & Innovation (School of Continuing Studies)

Terms offered: Winter 2026

[View offerings for Winter 2026 in Visual Schedule Builder.](#)

## Description

Covers the fundamental concepts needed to develop a digital marketing plan. Enables students to gain an understanding of market behaviour, translation of corporate goals into digital marketing objectives, basic overview of various strategic approaches to align to objectives, as well as implementation and control.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

[Launch Visual Schedule Builder](#)