

# CMIS 549. DIGITAL MEDIA AND SEARCH ENGINE OPTIMIZATION.

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Credits: 3

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

Terms offered: Fall 2025

[View offerings for Fall 2025 in Visual Schedule Builder.](#)

## Description

Covers the fundamentals of promoting a brand through digital mediums and how to take advantage of earned digital media. Provides an understanding of how paid search, search engine optimization, various forms of digital media planning and placement, social media promotion work and, how to monitor and optimize performance.

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

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