

CMR2 650. DIGITAL MARKETING

Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

Terms offered: Fall 2025

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

Description

Overview of digital and web-based marketing principles and areas such as social media, search engine optimization, search engine marketing, content marketing, email marketing, and e-commerce. Design of digital strategies to drive business growth.

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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