

CMRK 235. DIGITAL MEDIA 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

Electronic marketplaces and their evolving role in Internet business. New channels of marketing, including social media, advertising and communication. Planning, executing, and managing e-commerce. Web analytics, customer analysis, search engine optimization, search engine marketing and issues of permission and privacy.

- Corequisite: CMRK 200

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](#)