DMS-546 : Digital Media Campaign Targeting and Analytics

This course covers strategies for identifying and reaching potential target audiences on various types of online platforms (e.g. Search Engine optimization). Basic web analytics techniques will be covered, as well as analytics reporting strategies. Off-Campus Distance Electronic Synchronous Remote Delivery.

Credits 3

Prerequisites

DMS-500, DMS-515, DMS-542, and DMS-551

Term Offered

Spring Only

Session Cycle

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