BAKER COLLEGE
STUDENT LEARNING OUTCOMES

MKT2050 Digital Marketing
3 Semester Credit Hours

Student Learning Outcomes and Enabling Objectives

1. Create a digital marketing plan that builds off of an existing product or service scheme
   a. Examine viable options for product or service opportunities
   b. Identify strategies for building a continuum of digital marketing campaign
   c. Develop an outline for the selected strategy
   d. Propose a plan for changing the behavior of a target segment

2. Articulate how marketing analytics can influence consumer behavior and campaign effectiveness
   a. Distinguish how data can measure and support success
   b. Align data with campaign goals

Big Ideas and Essential Questions

Big Ideas
- Digital marketing and social media campaign strategies
- Digital marketing plan development
- Using marketing analytics in support of outcome success

Essential Questions
1. What strategies should be considered to support the life cycle of a digital marketing campaign?
2. What digital marketing strategies can be used to shift consumer thinking and behavior?
3. How does data tell the story of a campaign's success?

These SLOs are approved for experiential credit.

Effective: Fall 2022