

PR- DIGITAL MEDIA & MKT COMMUNICATION (PRDM)

PRDM 2900 Digital Media Princ & Strategy (3 Credit Hours)

This course will provide students with an understanding of how goals, audience, and metrics define a strategic approach to online communication and how specific channels, platforms, and tactics are used to achieve that strategy. The course will also focus on the key components of planning and creating an effective inbound strategy to reach an organization's audience.

Prerequisite(s): PRPA 2610 or 2610 and BSMK 3200 or 3200.

PRDM 3010 Creating Digital Content (3 Credit Hours)

This course will teach students how to think critically when developing digital content for different online channels and platforms, including long-form writing, short-form copy and headlines, images, infographics, and long-form videos and short clips.

Prerequisite(s): PRDM 2900*.

* May be taken concurrently.

PRDM 3150 Digital Media Analytics & Rpt (3 Credit Hours)

This course will take a deeper look at developing metrics, reporting tactics, and evaluating results of digital media and marketing communication campaigns. Students will have hands-on access to multiple platforms that track performance on different channels (social, paid media, email, etc.) and will analyze and report results.

Prerequisite(s): PRDM 2900 or 2900.

PRDM 3200 CRM and Digital Media (3 Credit Hours)

This course is designed to present how customer relationship management (CRM) software is used to manage customer and audience relationships with digital media and marketing communication strategies, campaigns, and tactics. Students will learn and evaluate different CRM and engagement database platforms and develop strategies, tactics, and processes to help manage relationships with an organization's customers, constituents, and audience.

Prerequisite(s): PRDM 2900 or 2900.

PRDM 3410 SEO & SEM Strategies (3 Credit Hours)

This course will present the basic principles of Search Engine Optimization, Search Engine Marketing, and Paid Media. It will focus on both creative and technical applications and strategies guided by industry research and best practices. Students will have hands-on access to the platforms available to research, build, and measure digital media effectiveness across platforms.

Prerequisite(s): PRDM 2900 or 2900.

PRDM 4100 Digital Media Campaigns (3 Credit Hours)

This course will provide a hands-on, applied learning experience using digital media and marketing communications automation software suites. Students will work in groups with real-life companies and organizations to create, implement, and analyze the effectiveness of their digital media and marketing communication campaign. Peers, faculty, and other industry experts will evaluate and judge the performance of the group's plan and results.

Prerequisite(s): PRDM 2900, 3010 and 3410.