This course introduces students to the latest concepts and techniques used in digital marketing communications through new media channels made available through the Internet and wireless mobile devices. The course explores such topics as online advertising, search engine optimization, Web analytics, mobile messaging, and the use of social media networks such as Facebook, Twitter, Pinterest and LinkedIn for business marketing communications. In addition, students will learn how and where to apply digital marketing communications tools in real-world business situations through case studies of “best practices” currently being used. This course is for business administration majors enrolled in the Peter T. Paul College of Business and Economics, and will count as a 4-credit elective for marketing majors. The course will be taught entirely online using Blackboard system tools.

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