



Career Services Resources

- Career Center - <http://career.excelsior.edu/>
 - [Brochure](#)
- Degree Specific Resources - <http://career.excelsior.edu/degree-specific/business/>
 - [What Can I Do With This Major – Marketing](#)
 - [Vault Industry Profile – Digital Marketing/Advertising](#)
 - [Preparing for a Career in Digital Marketing](#)
- Informational Interview Videos – Marketing (Candid Career)
 - [Director of Outreach and Development](#)
 - [Associate Marketing Representative](#)
 - [Social Media Coordinator](#)
- MyPortfolio – <http://career.excelsior.edu/portfolio/>
 - [Getting Started](#)
 - [Help, Tutorials, & Samples](#)
- Building Your Brand
 - [Building Your Personal Brand](#) [Candid Career Video]
 - [Tactics for Successful Career Branding](#)
 - [Building Your Online Career Brand](#)
 - [Is Your Social Media Presence Hurting Your Job Search?](#)
 - [Social Savvy: Position Yourself for Career Success using Social Media](#)
- Webinars - <http://career.excelsior.edu/webchats/>
- Career Counseling – <http://career.excelsior.edu/career-counseling/>
- Resume & Cover Letter Critique – <http://career.excelsior.edu/resume>

Related Excelsior College Programs

- [Bachelor of Science in Business – Marketing Concentration](#)
- [Master of Business Administration \(MBA\) – Social Media Management Concentration](#)
- [Dual Degree - BS in Business & MBA – Marketing Concentration](#)

BUS 352: Digital Marketing Fundamentals (8-week Course - Premiering Fall I - 8/28/2017)

This course will focus on the fundamental concepts, tools, terminology, methods, and practices that relate to the current state of digital marketing. The course will draw from the very latest practitioner thinking and literature and utilize rigorous academic sources, where necessary. The student will explore some of the key issues, before a closer examination of social media marketing in terms of how it is deployed in the service of business goals and objectives and as part of an overall content marketing strategy. An exploration of search engine optimization, PPC and digital display advertising, will give the student a good overview of current methods and practices and provide some practical application of the skills learned. The enduring appeal of email marketing will be examined and its use as part of an integrated marketing strategy. And the current development and use of mobile technologies will also be evaluated in tandem with the growth of other new technologies that will have an impact upon marketing, such as voice search and the Internet of Things. The importance of good analytics will also be emphasized with a review of the current thinking and practices, particularly regarding Google Analytics. The course will culminate in the integration of some of the previous learning in terms of the development of an appropriate and effective digital marketing plan.

Career Services Contact Information

Contact us Monday through Friday, 8:30 am to 5 pm ET.
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