COURSE OUTLINE: MKT401 - DGTL&SOCL MEDIA MKTG

Prepared: B. Bringleson, Coordinator
Approved: Bob Chapman - Dean

Course Code: Title	MKT401: DIGITAL AND SOCIAL MEDIA MARKETING
Program Number: Name	2057: BUSINESS - MARKETING
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2025-2026
Course Description:	In this course, students will focus on digital and social media marketing strategies using a range of online marketing tools. Students will consider key elements of content creation, user engagement, and effective promotion and communication in a digital format. Students will also explore search engine optimization and analytics that contribute toward and effective marketing strategy.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	SPT403
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2057 - BUSINESS - MARKETING** VLO 1 contribute to the development of a marketing* plan that will meet the needs or goals of a business or organization VLO 2 contribute to the development of an integrated marketing communication plan* of a product*, concept, good, and/or service based on an identified market need or target VLO 4 contribute to the development of strategies for the efficient and effective placement/distribution of a product*, good, and/or service to respond to an evolving market VLO 8 communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats VLO 9 plan, prepare and deliver a sales presentation or pitch to address the needs of the client VLO 11 develop learning and development strategies to enhance professional growth in the field
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 6 Locate, select, organize, and document information using appropriate technology and information systems.

SAULT COLLEGE | 443 NORTHERN AVENUE | SAULT STE. MARIE, ON P6B 4J3, CANADA | 705-759-2554

	EES 7	Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8	Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9	Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 10	Manage the use of time and other resources to complete projects.

Course Evaluation:	Passing Grade: 50%, A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Books and Required Resources:	Foundations in Digital Marketing by Rochelle Grayson Publisher: OER: BCCampus - https://opentextbc.ca/foundationsdigitalmarketing/ OER (free resource)

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Evaluate and apply the fundamentals of digital marketing strategy.	1.1 Differentiate between B2B, B2C, and DTC marketing approaches. 1.2 Apply understanding of target audience, buyer personas, demographics, psychographics to a digital marketing strategy. 1.3 Differentiate between inbound and outbound marketing techniques. 1.4 Perform customer journey mapping utilizing stages of the marketing funnel. 1.5 Describe the importance and purpose of brand storytelling. 1.6 Identify primary business goals and KPIs.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
Develop a comprehensive social media strategy.	2.1 Create social profiles for a business. 2.2 Describe the benefits and pitfalls of developing a social community. 2.3 Explain how to engage with and include influencers and affiliates to grow your brand. 2.4 Create a User Generated Content (UGC) plan. 2.5 Automate digital `word of mouth` by acquiring reviews from customers.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
Leverage marketing tools effectively.	3.1 Describe the importance of paid advertising and identify appropriate channels to achieve business goals. 3.2 Describe the role of the business website in a digital strategy. 3.3 Create engaging content for customers within a Content Marketing strategy. 3.4 Design an email and SMS marketing strategy. 3.5 Explain the fundamentals of search and how SEO (search engine optimization) impacts a digital strategy. 3.6 Analyze ways to optimize marketing performance with A/B testing and Conversion Rate Optimization (CRO).

	Course Outcome	Learning Objectives
		3.7 Prepare for the emergence of new connected media technologies such as AI chat, TV, streaming audio, and smart home.
	Course Outcome 4	**Learning Objectives for Course Outcome 4**
	Analyze metrics to measure marketing success.	4.1 Create a measurement plan to collect, interpret, and utilize data from digital marketing tools. 4.2 Differentiate KPI by channel and campaign goal, as it relates to the appropriate stage in the marketing funnel. 4.3 Explain event tracking and be able to correlate to the KPI. 4.4 Describe how to install Google Analytics and customize a dashboard. 4.5 Understand attribution in order to optimize marketing budgets and resources. 4.6 Explain the benefits of using Google Tag Manager.
	Course Outcome 5	**Learning Objectives for Course Outcome 5**
	Analyze the legal and ethical considerations in Digital Marketing.	5.1 Identify and apply legal standards and ethical practices. 5.2 Demonstrate an understanding of GDPR and CASL requirements. 5.3 Develop public relations and brand tone policies that adhere to legal and ethical requirements.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignment 1	10%
Assignment 2	10%
Group Project	35%
Presentation	15%
Quizzes (3)	30%

Date: December 19, 2025

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.