

DCOM 105C : Digital Communications

Provides an introduction to digital communications covering key digital platforms such as websites, search engines, social media, email, and mobile applications. Using research spanning the digital communications industry, students create a marketing plan focused on the digital landscape. Students will learn to understand how digital marketing influences consumer behavior and the importance for businesses of optimizing their approaches to utilizing the internet.

Credits 3

Lab/Practicum/Clinical Hours 0

Lecture Hours 3