

DCOM 230C : Email and Mobile Promotion and Marketing

Provides an introduction to email and mobile marketing. Topics include email communication, creating an email, automation, spam, metrics, mobile sites, loyalty programs, mobile search, and analyzing the user journey. Students learn how email and mobile marketing influences consumer behavior and the importance of optimizing the business approach.

Credits 3

Lab/Practicum/Clinical Hours 0

Lecture Hours 3

Recommended Prerequisites

DCOM 105C strongly recommended