



# Wayne County Community College District

## COURSE SYLLABUS

### DMP 115 Media Marketing

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**CREDIT HOURS:** 3.00

**CONTACT HOURS:** 45.00

**COURSE DESCRIPTION:**

This course gives students a basic understanding of media market strategies and shows how public relations firm interface with the broadcast industry. Students learn the different strategies used by the different media.

**EXPECTED COMPETENCIES:**

Upon successful completion of this course, the student will be able to:

- Students learn marketing of products or services using digital technologies on the Internet, through mobile phone Apps, display advertising, and any other digital mediums.
- Students learn the intricacies of SEO, Google Ads, Google Analytics, mobile marketing and other cutting-edge digital marketing disciplines.

**ASSESSMENT METHODS:**

Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

**GRADING SCALE:**

90%-100% = A

80%-89.9%= B

70%-79.9%= C

60%-69.9%= D

<60% = E