

WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION

COURSE TITLE: Digital Strategy and Campaigns

COURSE NUMBER: COE-4UR G5G5G5I. MAJOR INSTRUCTIONAL GOALS:

GOAL A: Examine different types and ~~examples~~ of digital strategy

Learning Outcomes: The student will:

- A-1. Outline different digital strategy ~~practices~~
- A-2. Develop a digital strategy plan for ~~an~~ ~~small~~ business

GOAL B: Compare recent digital campaigns

Learning Outcomes: The student will:

- B-1. Analyze different tactics utilized within digital campaigns
- B-2. Identify the technology used when creating a digital campaign
- B-3. Analyze ~~consumer~~ data

GOAL C: Apply professional ~~digital~~ strategy & campaign skills

Learning Outcomes: The student will:

- C-1. Practice professional communication ~~skills~~
- C-2. Discuss ~~strategy~~ & campaign ~~ethics~~
- C-3. Develop a professional ~~strategic~~ campaign utilizing digital technology.

II. CLASS PARTICIPATION:

Students are expected to attend class and ~~participate~~ actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions for the student, the surrounding students, and the instructor and constitute inappropriate practices. Students are ethically obliged to avoid these and similar practices.