Digital Mrktg & Social Media (DMSM) Courses

DMSM1001 Introduction to Digital/Social/Mobile Media
This course introduces students to the history of digital, social and mobile media and the unique characteristics of each. Students gain an understanding of the development of marketing objectives and strategies using such media; identify best practices, advantages and disadvantages of each platform; review emerging technologies and trends; and understand metrics and how to analyze and evaluate data. Students are required to participate in a high level of interactivity with social, digital and mobile media networks, forums, digital bulletin boards, blogs, wikis and more. Based on case studies, students analyze and make recommendations for successful digital, social and mobile media strategies.
Offered at Online, Providence
3 Semester Credits

DMSM2025 Introduction to Data Visualization
This course introduces students to the concept of data visualization. The course begins with an examination of the element of visual design and how it can effectively be used to present data. The psychology of human perception, decision-making and the identification of a target audience are explored. Students learn how to effectively use industry tools for live audience presentations. The fundamentals of storytelling are explored. Students learn the process of analyzing, shaping and presenting data for effective decision-making.
Prerequisite(s): FIT1040.
Offered at Charlotte, Online, Providence
3 Semester Credits

DMSM2050 Spreadsheets for Data Analysis
This course introduces students to the power of Excel and its ability to analyze. Focus is placed on data models, PivotTables, PowerQuery, PowerPivot and data visualization.
Prerequisite(s): FIT1040.
Offered at Charlotte, Online, Providence
3 Semester Credits

DMSM4030 Senior Capstone
This capstone course leads students through the assembly of a comprehensive presentation that demonstrates mastery of digital and social media marketing strategies. With faculty guidance, students plan and execute a digital/social media marketing campaign which is analyzed for its effectiveness. The action plan, which consists of the project plan, execution schedule, data collection methodology, analysis of findings, and conclusions/recommendations for a real product or service, is presented to a group of faculty and the client, if applicable.
Prerequisite(s): MRKT3085, senior status.
Offered at Online, Providence
4 Semester Credits