

Global Digital Marketing Certificate Program – Course Descriptions California State University, East Bay

CORE COURSE DESCRIPTIONS (EXSP 8700 – 8703)

EXSP 8700 Global Digital Marketing Essentials

Description

This CORE course provides a comprehensive view of global digital marketing trends, opportunities, and the strategies, tactics and operational decision frameworks that enable measurable digital transformation of every business.

Learning Objectives

1. Examine how digital technologies such as the Internet, Smartphones, 3D printing, and Wearables are revolutionizing the world of marketing to consumers and businesses.
2. Analyze digital trends and market developments using proven management frameworks.
3. Identify challenges and key performance indicators that are driving digital transformations.

Key Topics Coverage (4 session hours each)

1. Digital Transformation and Global Business Challenges and Strategies
2. Integrated Marketing & Positioning Strategies - Customer, Product, Price, Promotion, and Place
3. Digital Marketing Technology Infrastructure & Applications
4. Global Marketing and Commerce Trends and Drivers

EXSP 8701 Principles of Global Digital Marketing

Description

This CORE Course provides a detailed analysis of digital and non-digital business models driving global digital marketing mix strategies, social media use and effectiveness, new product/service innovation processes and introduction.

Learning Objectives

1. Define the NEW global marketing mix for a digital world.
2. Determine how social media is impacting marketing strategy.
3. Identify the global marketing processes to tackle digital and non-digital marketing initiatives.

Key Topics (2 session hours each)

1. Marketing Mix 3.0 - B2B, B2C, B2B2C, C2C (Marketplaces)
2. Social & Multi-cultural Marketing
3. Global Digital Brand Equity and Reputation Management
4. Global Marketing 4-Ps Redefined
5. Global Segmentation, Targeting and Positioning
6. Offline and Online Customer Strategies - Experiences, Interactions, and Engagements
7. Omni-Channel Marketing and Measurement
8. Digital Marketing Campaigns - Traffic to Conversion to Sales - Process and Metrics

EXSP 8702 Digital Marketing Technology Infrastructure

Description

This CORE course provides an in-depth view of the role of technology and infrastructure to enable and drive successful and effective marketing strategies, tactics and real-time operational decisions.

Learning Objectives

1. Evaluate different Digital Marketing technologies and platforms.
2. Explain the use of cloud computing and web services architectural models to tackle dynamic scaling of infrastructure to deliver on the brand promise.
3. Identify key mobile applications and tools for closed-loop marketing.

Key Topics (4 session hours each)

1. Real-time and Predictive capabilities driven Digital Marketing Platforms
2. Digital Infrastructure Requirements - Cloud Computing, Data Collection & Storage
3. Key Mobile/Web Applications & Tools for Marketing Operations and Execution
4. Marketing Knowledge Management System

EXSP 8703 Global Digital Marketing Research & Analytics

Description

This CORE course provides marketers the foundation needed to understand and apply the theoretical frameworks and strategy behind global marketing research and analytics to address challenges in a fast-paced digital world.

Learning Objectives

1. Determine the appropriate mix of marketing research and analytics tools, techniques and methodologies for digital business environments
2. Identify a variety of marketing research models and scorecards for a digital world.
3. Explain how to leverage analytic output to make impactful data-driven marketing decisions.

Key Topics (4 session hours each)

1. Digital Marketing Research in a world of Big Data
2. Data-Driven Marketing Decision-making
3. Predictive, Prescriptive, Descriptive, Diagnostic Analytics and Use Cases
4. Dashboards & Visualizations

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ELECTIVE COURSE DESCRIPTIONS (EXSP 8704 & 8705)

EXSP 8704 Global Consumer Behavior

Description

This ELECTIVE course provides consumer marketers and executives with a comprehensive view of global consumer behavior models, strategies and frameworks in the context of a global digital business.

Learning Objectives

1. Examine differences and similarities in digital consumer behavior in different geo markets.
2. Identify customer lifetime value models and strategies to drive business and marketing strategy.
3. Categorize customer segments and digital channels based on behavior analytic models.

Key Topics (4 session hours each)

1. Homogenization and Heterogeneity of consumer markets
2. Customer lifetime value calculations and drivers
3. Models of Customer decision journeys and path to purchase
4. Psychographic, Behavioral and Demographic variables driving global consumer behavior

EXSP 8705 Global Media Strategy & Tactics

Description

This ELECTIVE course provides consumer and business marketers and executives with a comprehensive view of global digital and integrated traditional media strategies and frameworks in the context of a global digital business.

Learning Objectives

1. Understand potential effectiveness of global digital and traditional promotional media channels.
2. Categorize digital & traditional channels based on marketing and business goals & objectives.
3. Create global strategies and tactics using digital and traditional media channels

Key Topics (4 session hours each)

1. Comparison & effectiveness of Digital (Social, Mobile, Local - Geo) & Traditional media channels
2. Global Social Media Strategy & Tactics
3. Mobile and Local (Geo) Promotional Media & Messaging Strategy & Tactics
4. Global Promotional Media & Messaging Strategy roll-out