
GDES 012A: Introduction to Internet Marketing

This course introduces foundational skills in web marketing. The course focuses on determining customer need, building a marketing framework, developing a brand's story, and identifying strategies for traffic acquisition and long term relationships with customers. Other topics covered include: search engine optimization, web analytics, and the use of a diverse range of media (video, ads, blogs) to develop a compelling marketing campaign.

Pass/No Pass

Units: 1

Lecture Hours: 16 - 18, Lab Hours: 0

Prerequisites: None

Co-Requisites: None

Advisory: None

Transferable to CSU only