

# MBA 583 : Digital Marketing Essentials

Companies are increasingly shifting some of the marketing efforts to digital technologies such as search engines, social media and mobile. These technologies influence customers and also have an impact on firm performance. It is important for business students to understand some of these digital strategies and familiarize with some of the technologies underlying them. This course is an introductory graduate level elective course designed to provide insights into some of the marketing strategies using Internet-based (digital) technologies.