UTAH SYSTEM OF HIGHER EDUCATION

Utah System of Higher Education
Digital Marketing and Analytics
FY2027 / 18 Credits (540 Clock-Hours)

Foundational Courses

TEDM 1010 Introduction to Marketing — 2 Credits / 60 Clock-Hours

The Introduction to Marketing course is designed to help students become proficient in the fundamentals and best practices of marketing. The course will cover key digital marketing terms, marketing research, buyer personas, positioning, buyer behaviors, brand management, product management, and pricing. Through lecture, guest speakers, presentations, and hands-on application, students will become proficient in the skills needed to be a modern-day digital marketer.

Objectives:
- Demonstrate fundamental marketing skills needed to pursue an education in digital marketing.
- Display an understanding of marketing key terms and definitions.
- Assess marketing strategies through industry case studies.
- Implement marketing best practices and strategies through hands-on business applications.
- Present marketing plans based on industry best practices.

TEDM 1030 Content Marketing and Marketing Analytics — 4 Credits / 120 Clock-Hours

The Content Marketing and Marketing Analytics course is designed to help students become proficient in content marketing, web design, and marketing analytics using today’s leading platforms. The course will cover content marketing best practices, content marketing strategy, creating marketing content, website design, website building, website management, tracking marketing analytics, and measuring and reporting on marketing efforts. Students will learn through lectures, guest speakers, presentations, and hands-on applications the best practices and strategies of content marketing.

Objectives:
- Explain why content marketing is an important part of a company's overall marketing strategy.
- Demonstrate knowledge of content marketing key terminology and definitions.
- Analyze when and how to use content marketing to optimize a customer buyer's journey.
- Execute content marketing best practices and strategies through content creation.
- Demonstrate proficiency in using content marketing platforms and tools.
- Build content promotion strategies for businesses.
- Create and manage a personal website or portfolio.
- Analyze marketing data to make informed future business decisions.
- Demonstrate proficiency in using leading marketing analytics tools.

TEDM 1040 Email Marketing — 2 Credits / 60 Clock-Hours

The Email Marketing and Customer Relationship Management course is designed to help students become proficient in email marketing, using today's leading platforms. The course will cover email marketing best practices, email marketing strategy, creating emails, lead generation, creating landing pages, tracking email marketing analytics, and email marketing automation. Students will learn through lectures, guest speakers, presentations, and hands-on applications the best practices and strategies of email marketing.

Objectives:
• Explain why email marketing is an important part of a company's overall marketing strategy.
• Demonstrate knowledge of email marketing key terminology and definitions.
• Analyze when and how to use email marketing to maximize their customer experience and drive more website visits, leads and sales.
• Execute email marketing best practices and strategies through hands-on projects.
• Create a variety of different email marketing content.
• Demonstrate proficiency in using email marketing tools and platforms.
• Execute and design email marketing automation workflows for contact management.

TEDM 1050 Search Engine Optimization — 2 Credits / 60 Clock-Hours

The Search Engine Optimization course is designed to help students become proficient in SEO using today's leading platforms. The course will cover search engine optimization best practices, on-site SEO, off-site SEO, technical SEO, SEO audits, and today's leading SEO tools. Students will learn through lectures, guest speakers, presentations, and hands-on applications the best practices and strategies of SEO.

Objectives:
• Explain why search engine optimization is an essential part of a company's overall marketing strategy.
• Demonstrate knowledge of search engine optimization key terminology and definitions.
• Analyze when and how to use search engine optimization to increase website rankings.
• Execute search engine optimization best practices and strategies through hands-on projects.
• Manage on-site, off-site, and technical search engine optimization on their personal website/portfolio.
• Perform and present website audits for businesses.
• Demonstrate proficiency in using search engine marketing tools.

TEDM 1060 Digital Advertising — 3 Credits / 90 Clock-Hours

The Digital Advertising course is designed to help students become proficient in Search Engine Marketing using today's leading platforms. The course will cover digital advertising best practices, bidding strategies, search ads, display ads, video ads, digital ads optimization analyzing ad performance, and current leading digital advertising platforms. Students will learn through lectures, guest speakers, presentations, and hands-on applications the best practices and strategies of Digital Advertising.

Objectives:
• Explain why digital advertising is an important part of a company's overall marketing strategy.
• Demonstrate knowledge of digital advertising key terminology and definitions.
• Analyze when and how to use digital advertising to drive website traffic, leads, and sales.
• Execute digital advertising best practices and strategies through hands-on projects.
• Create digital ads on current leading advertising platforms.
• Break down digital advertising results and key metrics for improving results.
• Demonstrate proficiency in using digital advertising tools.

TEDM 1070 Social Media Marketing **3 Credits / 90 Clock-Hours**

The Social Media Marketing course is designed to help students become proficient in organic and paid social media marketing on today's leading platforms. This course will cover social media branding, social media strategy, social media management, paid social media marketing, influencer marketing, social media tools, and social media analytics. Students will learn through lectures and hands-on training the best practices and strategies of social media marketing.

Objectives:
• Explain why social media marketing is an important part of a company's overall marketing strategy.
• Demonstrate knowledge of social media marketing key terminology and definitions.
• Analyze when and how to use social media marketing to maximize return on investment.
• Execute social media marketing best practices for today's most popular platforms.
• Demonstrate proficiency in using social media marketing platforms and tools.
• Create and optimize social media ad campaigns.
• Break down and report on social media analytics.

TEDM 1080 Advanced Digital Marketing **2 Credits / 60 Clock-Hours**

The Advanced Digital Marketing course is designed to help students become proficient in advanced digital marketing tactics, best practices, and strategies. The course will cover advanced marketing strategies for content marketing, email marketing, search engine optimization, conversion rate optimization, digital advertising, social media marketing, or marketing analytics. Students will learn through lectures, presentations, and hands-on training these advanced marketing skills.

Objectives:
• Demonstrate knowledge of advanced digital marketing skills needed for the jobs of today.
• Research and present new digital marketing tools, skills, or best practices.
• Implement ways to stay up to date in chosen digital marketing specialty.
• Create a digital marketing resume with the skills and knowledge learned in the program.
• Complete mock interviews for specific digital marketing jobs.

Supplemental Courses Varies by Institution

Mountainland

TEDM 1020 Marketing Design **2 Credits / 60 Clock-Hours**

The Marketing Design course will help students become familiar with graphic design concepts and platforms. The course will cover marketing design principles, design best practices, and popular graphic design platforms. Students will learn marketing design through lectures, guest speakers, presentations, and hands-on applications.

Objectives:
• Demonstrate knowledge of graphic design key terminology and definitions.
• Explain why marketing design principles are an important part of a company's marketing strategy.
• Display an understanding of how design affects businesses marketing efforts.
• Break down the differences between good and bad marketing content.
• Create marketing content on today's most popular platforms.

Snow

TEDM 1110 Digital Media Tools **4 Credits / 120 Clock-Hours**

Students will become familiar with the basic skills and techniques used to communicate through the design and creation of powerful media productions. This course will provide an introduction to industry-standard software tools that are used to create and edit images, audio, video, and more. The course consists of hands-on assignments that encourage students to apply newly acquired skills and to think critically.

Objectives:
• Use industry-recognized software to create and edit digital images.
• Use software to create and edit digital, audio, and video productions.
• Define digital media terminology and theory.