

## Ent 387: Digital Marketing II MANAGEMENT

Builds on the foundation of Ent 386: Digital Marketing I by further exploring selected tools for effective digital strategy. This course provides a more detailed study of search engine optimization (SEO) and paid search advertising, two key components of contemporary entrepreneurial/small business digital marketing. The course first addresses each component individually, identifying practices to achieve their respective positive business outcomes in isolation. Next, the course guides students through the process of evaluating search engine strategies with web analytics for the purpose of combining SEO and paid search tactics to achieve optimal results.

3 Credits

### Prerequisites

- [Ent 386: Digital Marketing](#)

### Instruction Type(s)

- Lecture: Lecture for Ent 387
- Lecture: Compressed Video for Ent 387
- Lecture: Web-based Lecture for Ent 387

### Subject Areas

- [Entrepreneurship/Entrepreneurial Studies](#)

### Related Areas

- [Small Business Administration/Management](#)

