



Course Syllabus Cover Page — Fall 2025

Course Number: BA 3220

Course Title: Digital Marketing and Analytics

Credit(s): 3

Prerequisite(s): BA 2500.

Course Description:

Digital Marketing and Analytics explores the importance of data collection, data analysis, and data visualization in digital marketing. The role of digital marketing in integrated marketing communications is reviewed, and emerging digital marketing platforms are discussed. Project-based learning based on business scenarios are utilized in this course.

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

1. Define the role of digital marketing in integrated marketing communications.
2. Propose a digital marketing plan to target customers and stakeholders to achieve high levels of engagement and relevant marketing metrics that are critical to a business.
3. Collect and analyze data related to a digital marketing campaign.