



## Course Description – Curriculum

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**Subject :** 2605327 Digital Marketing

DIGITAL MKTG

**Credits :** 3(3-0-6)

**Course Condition: Prerequisite:** 2605311

**Description :** Definition of Digital marketing; roles and importance of digital marketing to business, consumer and society; use of social media marketing tools, mobile marketing; measurement of effectiveness of digital marketing tools; customer database of digital marketing; ethics of digital marketers.

