Nebraska Wesleyan University

BUSAD 1550 Introduction to Digital Marketing

Catalog

2025-2026

Course Description

Digital Marketing is a dynamic field with many different channels, each targeting unique audiences using specific analytics tools and strategies. This course uses case studies and hands-on exploration to survey these channels and trends, introducing key marketing concepts and how they connect to business and sales goals. Students will practice using real world digital marketing tools and create strategy plans based on research and analysis of successful campaigns.

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)