



Sacred Heart UNIVERSITY

JACK WELCH COLLEGE OF BUSINESS

Luxembourg

DIGITAL MARKETING

WHAT IS IT & WHY IT MATTERS?

This course is designed as an introduction to the rapidly evolving world of Internet marketing. Changes in consumer behaviour and opportunities, problems, tactics and strategies associated with incorporating electronic methods into the marketing function are examined. Internet-specific marketing tools such as search engine marketing and online viral marketing are discussed.

SEMINAR LEARNING OBJECTIVES

- ✓ Identify major e-marketing challenges and opportunities based on historical and current events in the global business environment
- ✓ Create a web site using search engine optimization and marketing
- ✓ Use various channels (mobile, social media, and display advertising) to promote websites
- ✓ Understand web analytics and the usage to evaluate ad campaigns

COURSE DURATION:	12 SESSIONS OF 3 HOURS EACH
DATES:	FEBRUARY 2018
PRICE:	€ 950 € 600 FOR ALUMNUS

PRESENTER PROFILE

Professor David G. Taylor, Ph.D. joined the Jack Welch College of Business in 2010. Dr. Taylor's expertise and scholarly interests include e-commerce, online word-of-mouth, consumer self-expression through online social networks, and consumer/brand relationships. Prior to his academic career, Prof. Taylor worked for more than 13 years in a variety of marketing roles in the corporate and not-for-profit world, including marketing manager, product manager and marketing/communications manager. His most recent position involved managing e-mail newsletters for American Airlines that reached a combined opt-in subscriber base of nearly 8 million customers every month.

Prof. Taylor holds a Ph.D. and MBA in marketing from the University of North Texas, a Bachelor of business administration from LeTourneau University and a Bachelor of science in journalism from the University of Texas-Tyler.