

## MKT 9785 DIGITAL MARKETING STRATEGY

Semesters offered: Fall & Spring

Credits: 3.0

### LEARNING GOALS

The objective of this course is to educate students about the strategic issues that Chief Marketing Officers and other senior leaders are grappling with as consumer behavior continues to shift to digital channels. This course focuses on timely and relevant topics in digital marketing.

### SKILLS GAINED

- \* Written Communication
- \* Teamwork
- \* Information Literacy

### TYPES OF ASSIGNMENTS

- \* Course Discussions
- \* Current Topic Debates
- \* Case Studies
- \* Presentations



### BUSINESS PROBLEMS ADDRESSED

- \* Developing Integrated Marketing Strategies
- \* Balancing Traditional and Digital Media
- \* Ethical Consideration & When Targeting Goes Too Far
- \* Digital Business Model Evolution
- \* Marketing Investment Platform Decisions

### A TYPICAL CLASS

As the semester progresses, we will touch most of the major digital channels (search, social, display, video, mobile...) but our focus will be on analyzing the issues from the perspectives of major digital marketing stakeholders including internal clients, agencies and publishers. Over the last decade, marketing has grown in importance and it is a critical business driver that penetrates all aspects of the business. This course will emphasize real-life examples rather than theories. Through readings, case studies and hands on group projects, students will build a strong understanding of the challenges facing leaders.

### PROFESSOR BIO



Prof. Linda Gharib

Linda Gharib teaches a variety of digital marketing and global business courses at the Zicklin School of Business. She also serves as the Director of Marketing Communications for leading B2B software solutions provider Wolters Kluwer where she leads all media relations, branding and marketing automation efforts for the Legal & Regulatory business. Linda also held several marketing leadership roles at Citigroup and Microsoft where she worked with brands such as Procter & Gamble, Kraft, Macy's, and Delta Airlines.

Linda is passionate about developing the next generation of marketing leaders and has served on the Board of Directors of 212 NYC Interactive and led the first digital industry-wide mentoring program in partnership with the Internet Advertising Bureau. Linda holds a B.A. from Hunter College and an M.B.A. from the Zicklin School of Business.