

Digital Marketing



Career & Technical Education Website: www.graniteschools.org/cte

Course Information

Location: Check with your Career Center Coordinator
Offered to: 9-12 grades
Credits: CTE or Elective, .50
Length: Semester



Course Description

Advertising: This course provides students with an understanding of basic advertising principles including an appropriate and productive use of display space, television, radio, newspaper, digital media, and other forms of promotion.

Promotion: This course provides students with an understanding of marketing promotion focusing on marketing communication concepts. It includes packaging, branding, point-of-purchase, business-oriented public relations and event/cause-oriented sponsorships.



Topics Include:

- Marketing Communications
- Marketing Strategies
- Target Marketing
- Branding
- Publicity
- Public Relations
- Print Broadcast Digital Media

