

MRK 2135 – Digital Marketing

Credit Type – Proficiency



MIAMI VALLEY
TECHPREP
CONSORTIUM

Course Description and Learning Outcomes:
https://www.sinclair.edu/course/params/subject/MRK/courseNo/2135/
Faculty Pathway Specialist(s) (Please include name, email and office hours):
Jessy Jones, jessy.jones@sinclair.edu
Resources Needed to Offer Course (software, equipment, books [include ISBN and edition], etc. – please include any associated costs):
Digital Marketing, 1st edition, Sachdev. Full classroom set required. Students will need access to computers and access to eLearn
How is the final grade for the course determined? (Please list all required assignments, assessments, etc.)
Quizzes for all assigned chapter readings in the textbook (provided and auto-graded in eLearn) Assignments for all assigned chapter readings; multiple options provided Final Project, a Strategic Digital Marketing Campaign
Who is responsible for grading the required assignments and/or assessments? (Faculty or Instructor?)
The high school instructor is responsible for grading the required assignments and/or assessments. A rubric will be provided for the final project.
What is the grading scale for the course?
100-90 A, 89-80 B, 79-70 C, 69-60 D, 59 and below F. Rounding up is at the discretion of the instructor.
Must students access the eLearn shell regularly to complete requirements?
Students must access eLearn shell regularly to complete requirements.
Does the course require access to YouTube, GoogleDrive, etc.?
Students will require access to YouTube, Google Drive, and Canva. Jessy Jones will provide instructions for creating a free Canva account for instructors' classes, and a hands-on tutorial for both the teachers and students.
Additional course details or requirements important for instructors not covered above:
N/A
Most common (or popular) degrees this course is in?
Contact Pathway Manager (stephanie.swigart@sinclair.edu)