



**Password Technical College**  
44 Calle Dr. Santiago Veve  
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## **SYLLABUS**

### **COURSE GENERAL INFORMATION**

Course Title: Digital Marketing Tools  
Code: DMDM1030  
Contact Hours: 43  
Date: May 5, 2022 to May 19,2022  
Professor: Joel Vargas  
Email: [jvargas@passwordpr.com](mailto:jvargas@passwordpr.com)  
Credit: 2.0

### **Course Description**

This course addresses the use of marketing research as an aid to making marketing decisions; specifically, how the information used to make marketing decisions is gathered and analyzed. Accordingly, DMDM1030 is appropriate for both prospective users of research results and prospective marketing researchers.

### **Objective**

Social media is an important component of any SMM strategy because digital platforms are where people meet. In fact, more than 2.7 billion people use social media around the world. In today's digital age marketers identify the hottest social media sites and use them to communicate with consumers, the principles of social media marketing can create valuable opportunities in any social media arena. Businesses benefit from using social media to advertise for three main reasons: increased visibility, profitability, and research capabilities.

## **Skills Distribution**

- Analyze, evaluate, and communicate effectively through the use of social networking platforms
- Understand how to establish a presence on social media platforms
- Utilize social media platforms for marketing purposes
- Analyze, evaluate, and communicate effectively through the use of social publishing platforms
- Describe marketing techniques for social publishing platforms
- Understand the role of influences, insights, and creative networks on social publishing platforms
- Analyze, evaluate, and communicate information effectively through social entertainment platforms
- Explain how storytelling relates to marketing on social entertainment platforms
- Describe the differences between YouTube and Vimeo and how marketers use both platforms
- Analyze, evaluate, and communicate information effectively using social commerce platforms Describe how specials and deals are used in marketing
- Explain the importance of customer reviews on social commerce platforms

## **THEMATIC CONTENT:**

### **Digital Marketing Tools**

- Chapter 9- Social Networking
  - Create and Design
  - Define Key Terms
  - Listen and Speak
  - Read and Write
  - Test Your Knowledge

- Chapter 10- Social Publishing
  - Create and Design
  - Define Key Terms
  - Listen and Speak
  - Read and Write
  - Test Your Knowledge
  
- Chapter 11- Social Entertainment
  - Create and Design
  - Define Key Terms
  - Listen and Speak
  - Read and Write
  - Test Your Knowledge
  
- Chapter 12- Social Commerce
  - Create and Design
  - Define Key Terms
  - Listen and Speak
  - Read and Write
  - Test Your Knowledge
  
- Chapter 13- Interpersonal Skill
  - Create and Design
  - Define Key Terms
  - Listen and Speak
  - Read and Write
  - Test Your Knowledge

**HOMEWORKS:**

- Homework 1- Redes Sociales
- Homework 2- Estudio de Caso Publicaciones Sociales
- Homework 3- Entretenimiento Social
- Homework 4- Prueba tus conocimientos Cap 5

## CRITERIOS DE EVALUACIÓN

CRITERIO	PUNTUACIÓN	
2 Exams	100 c/u	✓ Presential ✓ Online
2 Quizzes	50 pts c/u	✓ Individual ✓ Group
4 Homeworks	25 pts c/u	✓ Final Material
<b>TOTAL</b>	<b>400 pts</b>	

## RECURSOS EDUCACIONALES

- B.E. Publishing. (2022). Social Media Marketing  
<https://www.bepublishing.com/social-media-marketing.html>
- Neo LMS (2022). Digital Marketing Tools. *passwordtech.edu20*.  
<https://passwordtech.edu20.org/>

## Lab Policy

1. For the student's and equipment's safety **no eating and/or drinking** is allowed in the classroom or laboratory.
2. The use of Smartphone or any other personal device is prohibited during lab sessions unless approved by the professor.
3. Student is suggested to dedicate minimum two hours of daily home study, practice, assignment completion to be able to successfully approve course expectations