

NCBU 052: Digital Marketing & Sales for Small Business

This course explores the dynamic world of digital marketing, focusing on practical strategies for attracting, engaging, and converting online customers. Students have the opportunity to delve into a wide range of topics, including search engine optimization (SEO), social media marketing, email marketing, content creation, e-commerce platforms, and data analytics.

Satisfactory Progress

Units: 0

Lecture Hours: 11 - 12, Lab Hours: 0

Prerequisites: None

Co-Requisites: None

Advisory: None

Not transferable