

# GLOBAL STRATEGIC COMMUNICATION

## Digital Strategy Track

### **Copywriting for Digital Messaging MMC6936 3 Credits**

*12-week Asynchronous*

Consumers are surrounded by thousands of screens everyday. It's easy for retail messaging to get lost in the fray between puppy videos and celeb gossip. In this course, you'll learn how to stand out. You'll learn what makes an audience connect with a company beyond a "like" and how to turn a website into a brand story. You'll learn that there's more to an email subject line than you thought and just how important character count really is (hint: very). By the end of this course, you'll develop a social content calendar and messaging doc for your very own brand, learn the value of design/copy partnership and what it means to write not just for a brand but also as a brand.

### **Lead Generation & Management MMC6936 3 Credits**

*12-week Asynchronous*

This course teaches students the skills and best practices of professional digital marketers. Students will learn marketing strategies and initiatives that drive leads and deliver a positive ROI for their business, nonprofit, or organization. Why is this class important? With the rapid evolution of new technologies and an increasingly sophisticated consumer population, it is vital for businesses to reach customers in new and targeted ways in order to gain the competitive edge.

### **Social Media Advertising MMC6936 3 Credits**

*12-week Asynchronous*

Master the ins and outs of generating one of the richest forms of social action – a lead. While CMOs might be warming up to the idea of giving paid social 12% instead of 11% of their budget, they want to see ROI. Not Likes, Comments or Shares...sales. You will learn how to execute techniques that generate upper and lower funnel conversions on the most popular social media platforms. You will dive deeper, focusing on the most advanced targeting platform – Facebook – to develop the roadmap in overcoming the algorithm, forecasting benchmarks, budgeting and optimizing. Finally, you will master how to report on all the techniques you've learned to provide clients with best-in-class data, insights and recommendations on your lead generation ads

### **User Experience (UX) Theory MMC6936 3 Credits**

*12-week Asynchronous*

In this course, students will be introduced to the theories behind Human-Computer Interaction (HCI) and apply them directly to User Experience Design (UXD). This is a hands-on course with biweekly projects that will build off of one another. Each project will be part of the UXD process and accumulate to the final project, a presentation of the student's UXD recommendation for a website or other digital medium. The final presentation will be for a branded user experience complete with user flows, personas, information architecture, wireframes and insights from usability testing to optimize their experience. By the end of this course students will gain the knowledge necessary to effectively communicate and evaluate user experiences.