

## PRST 315: DIGITAL STRATEGY AND PLANNING

This course looks at how an organization can use the various digital tools and techniques to create, implement, and measure an efficient and effective digital marketing strategy. This includes defining appropriate digital marketing opportunities, defining segmentation and targeting, creation of a value proposition, understanding goals and objectives, development of online personas, establishment of touch points to drive sales, and measurements to evaluate results.

**Credits:** 3

**Department:** [Business](#)