Hello, and welcome!

Some historians argue that the concept of marketing dates all the way back to ancient Mesopotamia. And marketing, much like human culture and technology, has evolved in many ways over time. As technology advances at incredible rates in the digital era, so must marketing best practices. In this course, you will explore the core areas of marketing, including branding and products, consumers, communications, and technology. You will study strategic marketing tools used to develop effective strategies for a relevant target market. And you will learn about emerging topics, such as marketing automation, artificial intelligence, and data-driven communications. This course will teach you the skills needed to continue evolving as a successful marketing professional in a dynamic marketing environment.

We invite you to take a minute to learn about the course by reviewing the information that follows. This way, you will be better able to understand the expectations of the course as a whole. Then you can determine how to manage your time and efforts as you navigate through it.

You are in the right place. You belong here. You can do this!
Course Description and Competencies

What to Expect

In this course, you will work through three modules. These modules are broken into smaller lessons. Studying this material will build foundational knowledge of marketing in the digital era. You will explore marketing concepts, strategic marketing tools and methodologies, and emerging technologies and trends. Throughout the course, you will find readings and a variety of interactive elements. These include study resources and ungraded practice quizzes to help deepen your understanding of the content. Engaging with these activities reinforces new learning. It also complements the knowledge you bring to this area of study.

The assessment provides an opportunity to demonstrate your mastery of the competencies in this course. You may attempt the assessment two times before additional support is necessary. If you require further attempts, please contact our support team at (888) 320-0540 or support@academy.wgu.edu.

This course covers the following competencies:

1. The learner explains marketing concepts as part of a strategic, interdependent system.
2. The learner applies strategic marketing tools and methodologies to inform decision-making.
3. The learner explains how emerging technology and trends impact the marketing industry.

You will be assessed upon the following criteria:

• 1 final exam • 3 competency units
### Course Outline

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<tr>
<th>Module</th>
<th>Upon completion of this module, you will be able to:</th>
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| **Concepts** | A. Explain marketing concepts and a typical career trajectory in the marketing industry.  
B. Explain what branding is and how marketers build successful brands.  
C. Explain what a customer is and how a targeted prospect becomes a customer. |
| **Tools** | A. Explain the reasons customers buy products and how marketers develop products.  
B. Explain how marketers use marketing communication tools, including digital media, to attract and retain customers. |
| **Trends** | A. Explain how marketers ethically leverage technology to collect data and expand customer relationships. |

### Technology Requirements

We want you to have the tools to succeed! Since this course includes at least one proctored test, please be sure to have a working microphone, speakers, and an external webcam. Unfortunately, an internal webcam (built into many laptops) is not acceptable. (Note: The external webcam is required only for exams that have proctors. You do not need one for practice tests and other non-proctored assessments.) For other details about the technology you’ll need, review the [Computer System and Technology Requirements](#). If you have questions about your setup, contact support@academy.wgu.edu.

You will need Adobe Acrobat Reader DC. If you haven’t already, [download this free software](#). You may encounter an interactive form that contains fields that you can select or fill in. Review [how to fill in a PDF form](#).
Key Contacts

Your Fellow Students

Check out the Marketing in the Digital Era Lobby in the course site! In this online community, you can ask questions and explore ideas. You can connect with your fellow learners. You will also find helpful videos and exercises. When you use this site, you will realize that other learners may have the same questions you have. You can all benefit from learning together!

Tutor.com

If you need academic support, don’t hesitate to contact Tutor.com. There, you have access to thousands of tutors. And they are available 24/7 from any internet-ready device. You can also benefit from instructional videos, study tools, and other assistance.

Technical Support

If you encounter technical issues, be sure to contact the Help Desk. Just submit a Support Request for assistance.

Program Support

Do you have questions about your account? Student Support has answers. They can help with billing, switching courses, and other requests. You can contact them at (888) 320-0540 or support@academy.wgu.edu.

Accommodations

WGU provides compliant and accessible learning experiences. If you require accommodation, please contact us at the start of the course. You can email StudentAffairs@academy.wgu.edu or call (888) 320-0540. We are committed to ensuring that all students with disabilities have equal access to WGU's services and materials. We strive to use best practices for accessibility. Our goal is to conform to existing U.S. laws. These include the Americans with Disabilities Act and Section 504 and Section 508 of the Rehabilitation Act. Our learning management system (LMS) platform is Open edX. Open edX's commitment to accessible content is published on their Website Accessibility Policy.