



COURSE DESCRIPTIONS – GRADUATE

Business Administration [page 160]

MBA 5596 Online Advertising. (Formerly 596) The goal of this course is to inform and teach users in the internet marketing discipline about Pay per Click & Paid Search. The curriculum includes initial comprehensive campaign setup, campaign economics, landing pages, managing campaigns, and advanced PPC concepts. Additional concepts include landing page, design, content networks, PPC economics, and 3rd party ad tools. Online MBA Program only. 4 quarter credit hours.