



**Professors**

**Required Texts/Resources**

Digital Marketing Essentials, Mimic Pro Simulation (Stukent online resources) NOTE: Instructor will provide a link in Moodle to purchase these course materials directly from Stukent (Approximately \$120 USD.) **A credit card or PayPal account will be needed to make the purchase. Please note that this resource is an integral part of the course. Please do not take this class if you are not prepared to purchase the materials.**

Additional relevant reading/viewing assignments from leading industry resources may be provided by the instructor during the course.



