



CIT 170: Digital Experience Management

Digital Experience Management combines traditional web content management and customer experience management. Students will explore software options that manage relationships with customers including interfacing with websites and social media, chat, email, phone and other options. Topics include web analytics, content personalization, digital asset management and marketing automation. Instructional Support Fee applies. Three lecture hours per week.

Course Student Learning Outcomes

1. Apply digital experience management software at a level appropriate to basic application in the business setting. 2. Communicate effectively to convey technical information to the groups they support and to understand their needs. 3. Assess software options that manage relationships with customers including interacting with websites and social media, chat, email, phone and other options. 4. Demonstrate the ability to employ web analytics, content personalization, digital asset management and marketing automation.

Credits: 3

Program: Computer Information Technology