

DIGITAL MARKETING MANAGEMENT MAJOR

Business, B.S.

This major builds on the Business degree core foundation with the mindset, toolset, and skillset to evaluate the most current digital marketing landscape and learn how to use tactical components of digital marketing such as blogs, search engine optimization, social media, email marketing, and paid advertising to execute successful campaigns. They learn how to build brands online using investigative processes to define buyer personas, conduct industry research, set smart goals, analytically pick keywords, create content, and measure performance. In addition, students deliver an optimized web experience for prospective buyers with landing pages and marketing automation. Finally, students apply knowledge with real business cases demonstrating the marketing strategies and tactics studied. In the end, students will know how to plan and build a uniquely differentiated digital marketing strategy to market, sell, and deliver products and services.

Degree requirements for the Digital Marketing Management major are as follows:

Code	Title	Hours
<i>University Core</i>		
Behavioral/Social Science Electives ¹		9
BUS 204	Financial Wellness	1
ENG 114	Critical Reading and Response	3
ENG 124	Research and Writing in the Disciplines	3
or ENG 134	Literary Genres	
Humanities Electives		9
MAT 120	Statistics	3
Science Electives (lab required)		7
WEL 100	Empowered as Learners and Leaders	3
or WEL 220	Empowered as Learners and Leaders	
WEL 350	Strategies for Career and Personal Growth	2
<i>Major Requirements</i>		
ACC 100	Introduction to Financial Accounting	3
ACC 101	Introduction to Managerial Accounting	3
BUS 120	Business in Society	3
BUS 215	Legal Environments of Business	3
or LAW 220	Business Law	
BUS 226	Principles of Marketing	3
BUS 235	Dynamics of Management and Leadership	3
BUS 245	Social Media for Business	3
BUS 260	Integrated Marketing Communication	3
BUS 300	Organizational Development and Change	3
or LOS 315	Organizational Behavior and Leadership	
BUS 308	Communicating in Business	3
BUS 327	Financial Management	3
BUS 342	Branding	3
BUS 404	Digital Marketing Management	3
BUS 491	Strategic Management and Policy	3
Career Elective ²		3
COM 112	Fundamentals of Spreadsheets	3

or COM 130 Computer Applications

<i>General Electives</i>	
General Electives	32
<i>Total Credits Required</i>	120

1

Students must take ECO 211 Macroeconomics and ECO 212 Microeconomics or ECO 240 Economics as a part of their Behavioral/Social Science Elective requirements.

2

Students may choose one of the following courses: BUS 426 Applied Digital Marketing Campaign, BUS 498 Business Internship, DGM 500 Introduction to Digital Marketing Communications.