

Digital Marketing Bachelor of Science

Degree Type

Bachelor of Science

Environment

online

Program Length

108 weeks

Overview

The Digital Marketing curriculum prepares you for work in the ever-changing digital marketing industry and addresses the complex worlds of marketing, emerging technology, and digital entrepreneurship. You will graduate with the skills you need to meet the challenges of an industry affected by rapid advances and changes in technology. In this program, you will learn how to create a viable marketing and strategic plan for selling products or services, develop and cultivate a brand, and protect that entity within the digital community. You will study a full range of digital marketing subjects, including search engine optimization, content strategy, campaign development, and display advertising. In addition to courses developing your marketing-specific skills, you will also have courses focused on statistics, physical science, cultural studies, and how to prepare yourself for a career in the industry.

Objective

Bachelor's Objective The goal of the Digital Marketing Bachelor of Science degree program is to provide you with the focused knowledge and understanding needed to pursue entry-level positions in marketing. This program is designed to develop leaders who can adapt to the ever-changing nature of the marketing industry and who understand how its fluidity affects consumer behavior. Upon completion of the Digital Marketing Bachelor of Science degree program, you will have the ability to develop and implement a cohesive digital marketing strategy. In addition to technical proficiency and theoretical knowledge, the program helps you develop critical-thinking, problem-solving, and analytical skills that contribute to a lifetime of learning and a productive career path in the world of marketing.

Month 1

Code	Title	Credit Hours
GEN1011	Creative Presentation	3.0

Month 2

Code	Title	Credit Hours
DEP1013	Psychology of Play	3.0

Month 3

Code	Title	Credit Hours
VID1555	Video-Sharing Platforms	4.0

Month 4

Code	Title	Credit Hours
ENC1101	English Composition I	4.0
MKT210	Introduction to Marketing	4.0

Month 5

Code	Title	Credit Hours
IMK241	Fundamentals of Web Design	4.0
MKT1414	Marketing Research	4.0

Month 6

Code	Title	Credit Hours
BUS119	Project and Portfolio I: Personal Branding	3.0
DMK1111	Professional Development Seminar I: Digital Marketing	1.0

Month 7

Code	Title	Credit Hours
MKT163	Storytelling for Marketing	3.0

Month 8

Code	Title	Credit Hours
MKT2418	Fundamentals of Public Relations	4.0

Month 9

Code	Title	Credit Hours
IMK322	Content Strategy, Development, and Marketing	3.0
ACG3223	Business Accounting	4.0

Month 10

Code	Title	Credit Hours
BUS229	Project and Portfolio II: Market Research	3.0
DMK2222	Professional Development Seminar II: Digital Marketing	1.0

Month 11

Code	Title	Credit Hours
IMK345	Social Media Marketing	3.0

Month 12

Code	Title	Credit Hours
MKT3014	Marketing Law and Contracts	4.0

Month 13

Code	Title	Credit Hours
DMK473	Digital Analytics and Reporting	4.0

Month 14

Code	Title	Credit Hours
MAR239	Project and Portfolio III: Marketing	3.0

Month 15

Code	Title	Credit Hours
MGF1213	College Mathematics	4.0

Month 16

Code	Title	Credit Hours
IMK444	Affiliate Marketing	4.0

Month 17

Code	Title	Credit Hours
STA3026	Statistics	4.0

Month 18

Code	Title	Credit Hours
DMK349	Project and Portfolio IV: Digital Marketing	3.0

Month 19

Code	Title	Credit Hours
IMK481	Search Engine Optimization	4.0
ENC326	Professional Writing	4.0

Month 20

Code	Title	Credit Hours
IMK484	Principles of Online Campaign Development	4.0

Month 21

Code	Title	Credit Hours
DMK359	Project and Portfolio V: Digital Marketing	3.0

Month 22

Code	Title	Credit Hours
IMK4317	Display Advertising and Email Marketing	3.0
PHY1020	Fundamentals of Physical Science	4.0

Month 23

Code	Title	Credit Hours
IMK4410	Mobile and Emerging Technology Marketing	4.0

Month 24

Code	Title	Credit Hours
IMK4311	Digital Entrepreneurship	3.0

Month 25

Code	Title	Credit Hours
DMK469	Project and Portfolio VI: Digital Marketing	3.0

Month 26

Code	Title	Credit Hours
DMK479	Project and Portfolio VII: Digital Marketing	3.0

Month 27

Code	Title	Credit Hours
HUM302	Cultural Studies	4.0
CRR4000	Career Readiness	4.0
Total Credit Hours		120

Please Note:

- This program is no longer accepting new enrollments.