

DMK3111 : Professional Development Seminar I: Digital Marketing

In Professional Development Seminar I: Digital Marketing, students will build upon the Business in the Entertainment and Media Industries course to gain an understanding of career opportunities, topics of study, and current issues in the digital marketing industry. In addition to exploring the industry, students will learn strategies for connecting with a professional mentor. Guest speakers will provide students with insight into real-world professional experiences.

Credits 1

Course Length 4 weeks