

### Digital Marketing Major

Course #	Course Name	Credit Hours
ACCT 201	Financial Accounting	3
ART 161	Introduction to Digital Arts	3
ECON 215	Principles of Microeconomics	3
ECON 216	Principles of Macroeconomics	3
DMD 400	Principles of Interactive Design	3
BUSI 221	Organizational Management	3
MKTG 241	Marketing Essentials with Digital Tools	3
MKTG 300	Digital Marketing Strategy	3
BUSI 325	Statistics	3
BUSI 495	Experiential Capstone	3
<b>Total Hours</b>		<b>30</b>

### Digital Marketing Electives (Select 4)

Course #	Course Name	Credit Hours
MKTG 310	Social Media Marketing & Visual Storytelling	3
MKTG 311	Topics in Marketing	3
MKTG 417	Advertising & Integrated Brand Promotion	3
MKTG 419	Consumer Behavior with Digital Applications	3
MKTG 422	Marketing Research	3
MKTG 423	International Marketing	3
DATA 315	Data Analytics	3
ECON 333	Intermediate Microeconomic Theory	3
ENGL 316	Public Relations Writing	3
MEDIA 300	Visual Communication	3
SPCOM 341	Sports Planning & Promotion	3
<b>Total Hours</b>		<b>12</b>

**TOTAL HOURS** **42**

### Digital Marketing Minor

Course #	Course Name	Credit Hours
ART 161	Introduction to Digital Arts	3
MKTG 241	Marketing Essentials with Digital Tools	3

MKTG 300	Digital Marketing Strategy	3
<b>Total Hours</b>		<b>9</b>

#### Digital Marketing Electives (Select 2)

Course #	Course Name	Credit Hours
ENGL 316	Public Relations Writing	3
MKTG 310	Social Media Marketing & Visual Storytelling	3
MKTG 311	Topics in Marketing	3
MKTG 417	Advertising & Integrated Brand Promotion	3
MKTG 419	Consumer Behavior with Digital Applications	3
MKTG 422	Marketing Research	3
MKTG 423	International Marketing	3
DMD 400	Principles of Interactive Design	3
MEDIA 300	Visual Communication	3
SPCOM 341	Sports Planning & Promotion	3
<b>Total Hours</b>		<b>6</b>
<b>TOTAL HOURS</b>		<b>15</b>

#### Program Objectives

**\*Understanding Market Research and Analysis:** Developing the ability to conduct and interpret market research to make informed decisions. This includes analyzing consumer behavior, market trends, and competitive landscapes.

**\*Strategic Thinking:** Learning to create and implement strategic marketing plans that align with business objectives. This involves setting goals, identifying target audiences, and choosing appropriate marketing channels and tactics.

**\*Digital Marketing Proficiency:** Gaining skills in digital marketing strategies and AI, including SEO, social media marketing, content marketing, and data analytics. The focus is on leveraging digital tools and platforms to reach and engage customers.

**\*Creative Problem Solving:** Cultivating the ability to develop innovative marketing solutions and campaigns. This includes brainstorming, idea generation, and applying creative approaches to marketing challenges.

**\*Communication Skills:** Enhancing written and verbal communication skills for creating compelling marketing materials, persuasive pitches, and effective team collaboration.

**\*Ethical and Responsible Marketing:** Understanding the ethical considerations in marketing