

# BACHELOR OF SCIENCE IN DIGITAL MARKETING (CREDIT HOUR)

The Bachelor of Science in Digital Marketing provides students with essential skills and knowledge to design and execute high-impact marketing campaigns using the latest digital technologies. This comprehensive program covers strategic frameworks, marketing methodologies, key industry terminology, and proven best practices necessary to excel in today's digital marketing landscape. Students will gain hands-on experience in social media strategy, digital advertising, search engine optimization (SEO), content creation, data analytics, and emerging technologies such as artificial intelligence (AI). Emphasizing ethical and strategic decision-making, the program equips graduates to drive business growth, enhance customer engagement, and adapt to the rapidly evolving digital world.

This program is pending U.S. Department of Education approval.

## Mission

The mission of the Bachelor of Science in Digital Marketing is to equip students with the essential knowledge, skills, and digital expertise needed for a successful marketing career in a technology-driven world.

## Program Learning Outcomes:

- **Digital Marketing Strategies.** Create strategies to engage audiences across digital platforms.
- **Marketing Technologies.** Apply digital tools to optimize campaigns and enhance consumer engagement.
- **Content Creation.** Develop compelling content that aligns brand messaging with target audiences.
- **Marketing Analytics.** Analyze data to guide decisions and boost marketing success.
- **Ethics in Marketing.** Apply ethical principles to marketing practices.

## Degree Requirements

The B.S. in Digital Marketing consists of 33 credits of coursework in the core program of study and 6 elective credits.

**Note:** Applicable courses may fulfill the major and general education requirements (see this catalog's General Education Requirements section).

All courses taken in the major program must be passed with a grade equivalent of "C" or higher. All required courses must be taken for a letter grade where the option exists.

## Core Requirements

MGTU 400	Global Environment of Business	3
MGTU 411	Foundations in Artificial Intelligence	3
MKTU 301	Principles of Marketing	3
MKTU 310	Marketing Research	3
MKTU 320	Consumer Behavior	3
MKTU 360	Digital Marketing Essentials	3
MKTU 361	Social Media Strategy	3
MKTU 362	Digital Marketing Ethics	3
MKTU 420	Marketing Strategy	3
MKTU 460	Advanced Content Creation	3

OLCU 380	Research and Analytical Thinking	3
Core Requirements		33
Electives*		6
*BSDM students can select an individualized set of electives from the following areas of study: Business Administration, Communications, Criminal Justice, Healthcare Administration, Human Resource Management, Information Technology, Legal Studies, Management, Organizational Leadership, and Psychology.		
<b>Total Credits</b>		<b>39</b>