Digital Marketing & Social Media - B.S.

Curriculum

The Digital Marketing & Social Media bachelor's degree program — a joint degree offered through the College of Arts & Sciences and the College of Business — develops students' understanding of consumer behavior, digital marketing and social media technology to attract, convert and retain customers. Through a solid foundation in the growing fields of marketing, technology and analytics, students gain a competitive advantage in the workplace upon graduation.

Courses cover integrated marketing communications, media planning and buying, email marketing, SEO, marketing research and analytics, and social media marketing. Some courses may offer professional certifications in digital marketing, social media management, and project management. Students are also introduced to visual design concepts and tools, data visualization, data analysis, spreadsheet design, web design, UI/UX design, content design, and content management systems. Industry-relevant tools and software are explored for content creation across video, digital, programmatic and social media platforms.

The program culminates in a capstone course where students complete a comprehensive experiential project that encompasses the skills they learned in this program.

Upon completion of the program, graduates are expected to:

- Collect and analyze data to evaluate the effectiveness of social media and digital marketing strategies.
- Analyze, evaluate and redesign existing digital marketing and/or social media strategies to optimize an organization's online presence.
- Provide data-driven solutions for the management of content in social media and online marketing campaigns.
- Communicate complex data sets to both technical and non-technical audiences.

This program takes an interdisciplinary approach and emphasizes a variety of experiential education opportunities as a means of gaining readily transferrable knowledge upon graduation tailored to student learning, interests and professional goals. Additionally, students may choose to use an additional 15 credits from their free electives based on advising and pre-planning.

An important component of the program's educational experience is the Arts & Sciences Core Experience. Graduates are expected to show competencies in higher-order thinking, communications, ethics, global diversity, responsible citizenship and leadership.

Digital Marketing & Social Media

A four-year program leading to the bachelor of science degree

Major Courses College of Business

ADVC1010	Marketing Communications	3
ADVC1021	Influencer Marketing	3
ADVC2001	Content Creation and Generative AI	3
ADVC2011	Media Buying and Planning	3
ADVC4050	Integrated Search Engine Marketing Campaigns	3
FIT1040	Spreadsheet Design for Business Solutions	3
MRKT1001	Marketing Foundations	3
MRKT2050	Market Research and Consumer Insights	3
MRKT3045	Social and Digital Media Marketing	3
MRKT3085	Marketing Analytics	3

Major Courses College of Arts & Sciences

DMSM1001	Introduction to Digital/Social/Mobile Media	3
DMSM2025	Introduction to Data Visualization	3
DMSM2050	Spreadsheets for Data Analysis	3
DMSM4030	Senior Capstone	4
GDES1040	Foundations of Web Design	3
GDES1060	User Experience and Content Design I	3
GDES2050	Content Management Systems	3
GDES3050	Basics of Graphic Design	3
GDES3300	Design for Video I	3

Applied/Experiential Learning

Choose 6 credits from the following:		6
ASCI4799	College of Arts & Sciences Internship [Ic]	
BUS4799	College of Business Internship [Ic]	
DEE3999	Directed Experiential Education [D]	

University Core Curriculum

Communicating		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Connecting		6
Two courses with the Connecting attribute (ECNG), one at the 2000 level, one at the 4000 level		
Experiencing		6
PHIL3240	Ethics: A Global Perspective	
Additional course with the Experiencing attribute (EEXP) in a different discipline		
Measuring		6
MATH1020	Fundamentals of Algebra (or higher, based on student's placement)	
MATH2001	Statistics I	
Exploring		3
One course with the Exploring attribute (EEPL)		
Interacting		6
SOC1001	Sociology I	
Additional course with the Interacting attribute (EINT) in a different discipline		
A&S Electives		6
Two courses with the Arts & Sciences elective attribute (EASC)		

Free Electives

15 credits selected from 1000-4999 numbered offerings within the university	15
Total Credits	**121.0**

[Ic]Typically, internships require a minimum of six credits. Students interested in a 9 or 12-credit internship can apply additional experiential learning and free elective credits, if available. Students are strongly encouraged to contact a faculty advisor before scheduling internship and free elective credits.

[D] Directed Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

Note: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math courses.

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses.

Internships will be available but they will not be required. For online students who do not wish to register for an internship, 3000+ level college discipline-specific courses can be taken in place of the internship.

In collaboration with academic colleges Study Abroad offer several options, direct enroll with international universities, domestic and digital options meet with a Study Abroad Advisor to learn more about how your major, minor, free electives, experiential learning and transferable courses would benefit by a Study Abroad program. There are many options for students during a semester, spring and/or summer breaks. Faculty-led, exchange, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied, and some partners offer external scholarships. Visit the study abroad website for information, program descriptions and online applications. Where will you go? Wherever you decide, make the best of your educational journey!

Admissions Requirements

Please see a campus catalog for Admissions Requirements for this program.

Accelerated Program Options

J2 Program

The JWU J2 program allows qualified students enrolled in a matriculating undergraduate program to take graduate level courses at JWU. Students interested in pursuing this option should meet with their academic advisor to discuss their interest, qualifications and plans. The undergraduate student may take up to four graduate courses (maximum 12 credits) and are limited to 6 credits a semester and 3 credits per session (Fall Session I and Fall Session II).

The completion of graduate credits to fulfill undergraduate program requirements does not guarantee acceptance into the graduate program after completion of the baccalaureate degree. Matriculating undergraduate students who wish to formally enroll in a graduate program must fulfill all

requirements for entrance into the intended graduate program and complete a graduate program application.

Note: Not all graduate courses are included as part of this policy. Courses offered as part of the Master of Arts in Teaching, Master of Education, Master of Science in Physician Assistant Studies and doctoral courses are excluded from this policy and are restricted to program majors only. Additional courses and/or programs as determined by individual colleges may also have restricted access.

Eligibility Criteria

To be eligible to enroll in graduate level courses (excludes: Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies, doctoral courses and other programs as outlined by the colleges).

Undergraduate students must meet the following criteria:

- Undergraduate cumulative GPA of 3.00 or higher
- Completed and registered undergraduate credits at least 90 credits
- Meet the individual course prerequisites

Appeal to Eligibility Criteria: College dean or designee will receive a copy of the Petition Form, Student's GPS and email requesting appeal if the student requests to appeal the GPA or earned/registered credit criteria. College dean/designee will review and determine approval.

These courses carry graduate credit and will replace undergraduate degree requirements when applicable, traditionally free-electives (maximum of 12 credits). The course will be applied to the undergraduate degree in the order in which they are taken (if required) and will also be applied towards both the students undergraduate and graduate GPA.

Students should maintain enrollment in at least 12 credits of undergraduate coursework to maintain full-time status; graduate course enrollment is not calculated into undergraduate full-time status. For students already attending full-time as undergraduates (12 credits or more) and paying the full-time tuition, the graduate credits will be included in full-time tuition fee. Students attending part-time (11 credits or less) will pay the cost per-credit undergraduate tuition for the graduate course.

Course registration will be based on space availability and students enrolled in graduate level courses will be required to maintain good academic standing at the undergraduate and graduate level.