

Digital Marketing & Social Media - B.S.

The Digital Marketing & Social Media bachelor's degree program is a collaborative degree offered through the College of Engineering & Design and College of Business.

This program provides a balanced combination of theory and applied knowledge to enable students to acquire skills in various technologies, such as social media marketing, data collection and analytics; search engine marketing; content marketing; screen design and content management; online research; mobile advertising; CRM strategy; and digital advertising. The program consists of a number of general studies courses and related professional studies courses, and offers professional certifications in a number of digital marketing areas.

Upon completion of the program, graduates are expected to:

- Collect and analyze data to evaluate the effectiveness of social media and digital marketing strategies.
- Develop, evaluate and optimize web design and user experience.
- 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.

With the continual increased use of digital marketing and social media, there is a growing need for employees with marketing, technology and analytics backgrounds. This program provides students with a solid foundation in each of these areas, giving them a competitive advantage in the workplace.

An experiential educational experience is also offered. There are a variety of options available for students to complete the required 6-credit experience. Students may elect to add an additional 3 credits from their major electives based upon advising and prior 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

ADVC3010	Digital Media Planning	3
ADVC4050	Search Engine Marketing	3
MRKT1001	Marketing Foundations	3
MRKT2050	Marketing Research	3
MRKT3045	Social Media Marketing	3
MRKT3085	Marketing Analytics	3

Major Courses College of Engineering & Design

CSIS2030	Database Concepts	3
CSIS2075	Interface Design for Mobile Devices	3
FIT1040	Spreadsheet Design for Business Solutions	3
FIT2050	Spreadsheets for Data Analysis	3
GDES1040	Screen Design & Coding I	3
GDES1060	User Experience and Content Design I	3
GDES2050	Content Management Systems	3
SMW1001	Introduction to Digital/Social/Mobile Media	3
SMW2025	Introduction to Data Visualization	3
SMW4010	Senior Capstone I	3
SMW4020	Senior Capstone II	3

Major Electives *

Choose three of the following: **			9
Advertising			
ADVC1010	Marketing Communications		
ADVC1011	Media Strategy		
ADVC2001	Creative Concepts and Strategy		
ADVC2002	Copywriting and Art Direction		
ADVC3050	Special Projects in Integrated Marketing Communications		
Programming			
CSIS1000	Problem Solving and Programming Concepts		
CSIS1101	Computer Science I		
CSIS1112	Computer Science II		
Digital Video & Graphic Design			
GDES1030	Vector-Based Design		

GDES2000	Typography		
GDES2020	Motion Graphics I		
GDES2030	Editorial & Publication Design		
GDES3300	Design for Motion		
Media Communications			
MCST1150	Introduction to Media Production		
MCST1210	Foundations of Digital Photography		
MCST2500	Digital Journalism		
MCST3090	Critical Perspectives on New Media		
Applied/Experiential Learning			
Choose 6 credits from the following			6
BUS4799	College of Business Internship ***		
DEE3999	Directed Experiential Education ^D		
TECX4099	College of Engineering & Design Internship ***		
Related Professional Studies			
CAR0010	Career Management		1
LAW2001	The Legal Environment of Business I		3
LAW3080	Cyberlaw		3
MATH2002	Statistics II		3
MCST2450	Writing in Digital Media		3
A&S Core Experience			
Communications Foundations Courses			9
ENG1020	Rhetoric & Composition I		
ENG1021	Rhetoric & Composition II		
ENG1030	Communication Skills		
Integrative Learning			6
Two ILS courses, one at the 2000 level, and one at the 4000 level (ILS2385 recommended)			
Arts and Humanities			6
PHIL3240	Ethics: A Global Perspective		
One course from ART, HIST, HUM, LIT, or REL			
Mathematics			6
MATH1020	Fundamentals of Algebra		
MATH2001	Statistics I		
Science			3
One course from BIO, CHM, PHY or SCI			
Social Sciences			6
SOC1001	Sociology I		
One course from ANTH, ECON, LEAD, PSYC, or PSYC			
A&S Electives			6
Two courses with an EASC attribute			
Total Credits			121.0

* Students are responsible for meeting prerequisites.

** For Accelerated Master's program students, up to three graduate-level courses may apply towards the major elective requirements.

*** Students wishing to do 9 credits of BUS4799 College of Business Internship or TECX4099 Technology Internship may use 3 credits from their major electives based upon advising and prior planning.

^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 Basic Mathematics or have equivalent placement scores to enroll in required math course(s).

Students who graduate with a bachelor's degree must leave Johnson & Wales University with effective writing skills to fulfill the graduation writing requirement. These writing skills are assessed in ENG1021 Rhetoric & Composition II. Students who have met the requirement of ENG1021 Rhetoric & Composition II or ENG1027 Honors Advanced Composition and Communications: Civic Discourse outside of Johnson & Wales University must fulfill the graduation writing requirement through successful completion of ENG0001 Writing Workshop.

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