

Digital Marketing & Social Media - B.S.

Effective Fall 2020, Johnson & Wales University will complete its transition from a term calendar to a semester calendar. Starting with the 2020–21 catalog, all programs will represent course requirements in semester credit hours rather than quarter credit hours. Students who started on terms and will finish their degree requirements on semesters should consult with their assigned academic counselor in Student Academic Services or faculty advisor on semester transition academic planning.

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 9-credit experience. Students may elect to add an additional 4.5 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	4.5
ADVC4050	Search Engine Marketing	4.5
MRKT1001	Principles of Marketing	4.5
MRKT3011	Data-Driven Marketing	4.5
MRKT3045	Social Media Marketing	4.5
MRKT3085	Marketing Analytics	4.5

Major Courses College of Engineering & Design

CSIS2030	Database Concepts	4.5
FIT1040	Spreadsheet Design for Business Solutions	4.5
FIT2050	Spreadsheets for Data Analysis	4.5
GDES1040	Screen Design & Coding I	4.5
GDES1060	User Experience and Content Design I	4.5
GDES2050	Content Management Systems	4.5
PRMG2010	Introduction to Project Management	4.5
SMW1001	Introduction to Digital/Social/Mobile Media	4.5
SMW2025	Introduction to Data Visualization	4.5
SMW4010	Senior Capstone I	4.5
SMW4020	Senior Capstone II	4.5

Major Electives *

Choose three of the following: **		13.5
Advertising		
ADVC1010	Marketing Communications	
ADVC1011	Media Strategy	
ADVC2001	Creative Concepts and Strategy	

ADVC2002	Copywriting and Art Direction	
ADVC3050	Special Projects in Integrated Marketing Communications	
Media Communications		
MCST3090	Critical Perspectives on New Media	
Programming		
CSIS1000	Problem Solving and Programming Concepts	
CSIS1101	Computer Science I	
CSIS1112	Computer Science II	
Related Professional Studies		
LAW2001	The Legal Environment of Business I	4.5
LAW3080	Cyberlaw	4.5
MATH2002	Statistics II	4.5
MCST2450	Writing in Digital Media	4.5
Applied/Experiential Learning +		
Choose 9 credits from the following **		9
BUS4799	College of Business Internship	
DEE3999	Directed Experiential Education ***	
TECX4099	College of Engineering & Design Internship	
A&S Core Experience		
Communications Foundations Courses		13.5
ENG1020	English Composition	
ENG1021	Advanced Composition and Communication	
ENG1030	Communication Skills	
Integrative Learning		9
Two ILS courses, one at the 2000 level, and one at the 4000 level (ILS2385 recommended).		
Arts and Humanities		9
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM±, LIT, or REL		
Mathematics		9
MATH1020	Fundamentals of Algebra	
MATH2001	Statistics	
Science		4.5
One course from BIO^, CHM±, PHY° or SCI		
Social Sciences		9
SOC1001	Sociology I	
One course from ANTH°, ECON, LEAD, PSCL, or PSYC		
A&S Electives		9.0
Two courses with an EASC attribute, at least one at 3000 level or higher.		
Total Credits		180.0

* Students are responsible for meeting prerequisites.

** For Accelerated Master's program students, up to 3 graduate-level courses may apply towards the major elective requirements.

+ Students wishing to do 13.5 credits of BUS4799 College of Business Internship or TECX4099 Technology Internship must use 4.5 credits from their major electives based upon advising and prior planning.

** Students not meeting the requirements for experiential education may take other course options with Dept. Chair and Dean approval. For online students who do not wish to register for an internship, 9 additional credits of major electives can be taken in place of the internship.

*** 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).

Visit Courses by Subject Code for a listing of all campus courses.

‡HUM courses are not offered in North Miami or Online.

^BIO courses are not offered in North Miami, Charlotte or Online.

¶CAD courses are only offered in Providence.

±CHM courses are not offered in North Miami or Online.

°PHY courses are not offered in Charlotte.

°°ANTH courses are not offered in North Miami or Charlotte.

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 will be assessed at the completion of ENG1021 Advanced Composition and Communication. Students who have met the requirement of ENG1021 Advanced Composition and Communication 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.

In collaboration with academic colleges across all JWU campuses, JWU Study Abroad programs offer a variety of international options for major, minor, Arts & Sciences, and elective credit at many price points for students during the academic year and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester. Financial aid is applicable and scholarships are available. Visit the study abroad website for information, program descriptions and online applications.