

# Digital Marketing & Social Media - B.S.

## Curriculum

The Digital Marketing & Social Media bachelor's degree program — a joint degree offered through the College of Engineering & Design 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 Engineering & Design

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:		
BUS4799	College of Business Internship <sup>1c</sup>	6
DEE3999	Directed Experiential Education <sup>D</sup>	

TECX4099	College of Engineering & Design Internship <sup>1c</sup>	
<b>Related Professional Studies</b>		
CAR0010	Career Management	1
FYS1020	First-Year Seminar	1
<b>A&amp;S Core Experience</b>		
Communications Foundations Courses		
ENG1020	Rhetoric & Composition I	9
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning		
Two ILS courses, one at the 2000 level, and one at the 4000 level (ILS2385 recommended)		
Arts and Humanities		
PHIL3240	Ethics: A Global Perspective	6
One course from ART, HIST, HUM, LIT, or REL		
Mathematics		
MATH1020	Fundamentals of Algebra (or higher, based on student's placement)	6
MATH2001	Statistics I	
Science		
One course from BIO, CHM, PHY or SCI		
Social Sciences		
SOC1001	Sociology I	6
One course from ANTH, ECON, GEND, LEAD, PSCI, PSYC, or RES		
A&S Electives		
Two courses with an EASC attribute		
<b>Free Electives</b>		
15 credits selected from 1000-4999 numbered offerings within the university		
<b>Total Credits</b>		<b>123.0</b>

<sup>1c</sup>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.

<sup>D</sup>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.

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international, domestic, and digital options for major, minor, free electives, experiential learning, and transferable courses. There are many affordable options for students during a semester, winter session, spring and/or summer breaks. Faculty-led, exchange, affiliate, 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. Premiere programs do not qualify for JWU scholarships or grants; however federal aid is available. 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

### Undergraduate

Johnson & Wales University holistically reviews all elements of a student's application to identify those students most likely to succeed at the university.

For students applying as a first-year student, a completed application and high school transcript(s) are required, except in circumstances where a student is homeschooled or where the traditional high school transcript is, for various reasons, not available. For students applying as a transfer student, a completed application, high school and/or college transcript(s) is required for admissions review.

Successful candidates for first year admission have taken a high school, college preparatory academic program including English, mathematics, science, social science and foreign language. Admissions decisions may also consider individual experiences and particular circumstances unique to each student. Other considerations are made based upon recommendations, writing ability and extracurricular activities.

Visiting campus, both in-person or virtually, and interacting with admissions staff are all valuable ways of assuring that JWU is the right university for you.

## 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 Masters of Arts in Teaching, Masters of Education, Masters 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 & 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.