

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.
- 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.

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.

A variety of experiential education options are available for students to complete the 6-credit requirement. Students may elect to add an additional 3 credits from their free 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 |
| MRKT3011 | Data-Driven Marketing | 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 |
| DMSM1001 | Introduction to Digital/Social/Mobile Media | 3 |
| DMSM2025 | Introduction to Data Visualization | 3 |
| DMSM2050 | Spreadsheets for Data Analysis | 3 |
| DMSM4030 | Senior Capstone | 4 |
| FIT1040 | Spreadsheet Design for Business Solutions | 3 |
| GDES1040 | Screen Design & Coding I | 3 |
| GDES1060 | User Experience and Content Design I | 3 |
| GDES2050 | Content Management Systems | 3 |
| PRMG2010 | Introduction to Project Management & Project Membership | 3 |

Applied/Experiential Learning

| | | |
|--------------------------------------|--|---|
| Choose 6 credits from the following: | | 6 |
| BUS4799 | College of Business Internship ^{1c} | |
| DEE3999 | Directed Experiential Education ^D | |
| TECX4099 | College of Engineering & Design Internship ^{1c} | |

Related Professional Studies

| | | |
|----------|-------------------------------------|---|
| CAR0010 | Career Management | 1 |
| FYS1020 | First-Year Seminar | 1 |
| LAW2001 | The Legal Environment of Business I | 3 |
| LAW3080 | Cyberlaw | 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 (or higher, based on student's placement) | |
| MATH2001 | Statistics I | |
| Science | | 3 |
| One course from BIO, CHM, PHY or SCI | | |
| Social Sciences | | 6 |
| SOC1001 | Sociology I | |
| One course from ANTH, ECON, GEND, LEAD, PSCI, PSYC, or RES | | |
| A&S Electives | | 6 |
| Two courses with an EASC attribute | | |
| Free Electives | | |
| 9 credits selected from 1000-4999 numbered offerings within the university | | 9 |
| Total Credits | | 123.0 |

^{1c}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 adviser 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 course(s).

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 options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. 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 scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?