

# BACHELOR OF SCIENCE IN DIGITAL MARKETING

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The Bachelor of Science degree in Digital Marketing (BSDM) program prepares business professionals to leverage the latest digital tools and technologies to target consumer audiences and create brand loyalty while promoting products and services to consumers. Students learn to use tools and technologies that will prepare them to solve real-world problems including harvesting customer data through analytic reports, analyzing the buyer's journey, understanding and tracking consumer behaviors, identifying expectations of consumers and creating digital touchpoints, identifying underperforming content leading to wrong keywords, and optimizing the marketing investment and the impact on company goals.

Students who complete the BSDM program are likely to pursue a variety of marketing-related careers, including advertising account executive, brand manager, digital content manager, market researcher, and marketing account executive. Graduates may also pursue graduate degrees in marketing or a related field.

## Program Learning Outcomes (PLO) for the B.S. Degree in Digital Marketing

Graduates of the Bachelor of Science degree in Digital Marketing program will be able to:

**PLO 1:** Develop an integrated digital marketing strategy for global business operations.

**PLO 2:** Integrate a Christian worldview and values for ethically sound decision making.

**PLO 3:** Utilize analytics for strategic decision making.

**PLO 4:** Communicate business concepts through oral forms utilizing 21st-century communication skills and technology.

**PLO 5:** Communicate business concepts through written forms utilizing 21st-century communication skills and technology.

**PLO 6:** Demonstrate digital marketing skills and professional competencies for increasing customer engagement through an online presence.

## Core

The Los Angeles Pacific University Core comprises the General Education requirements and the LAPU Distinctives. Students are encouraged to complete the Core before beginning their major requirements. General Education requirements may be met by transfer work. The LAPU Distinctives are required for all undergraduate degrees at LAPU.

Requirement	Title	Credits
<b>General Education Requirements</b>		<b>25</b>
<b>LAPU Distinctives</b>		<b>9</b>
<b>Total Credits</b>		<b>34</b>

Requirement	Title	Credits
<b>English Communication</b>		
COMM 105	Public Communication	3
ENGL 105	Introduction to Academic Research and Writing	3
<b>Arts</b>		
ARTS 110	Introduction to Art	3
<b>Humanities</b>		
ENGL 115	Introduction to Literature	3
or PHIL 205	Introduction to Philosophy	
or PHIL 210	Introduction to Ethics	
<b>Quantitative Reasoning</b>		
STAT 280	Applied Statistics	3
<b>Behavioral Sciences</b>		
ECON 203	Principles of Microeconomics	3
<b>Social Sciences</b>		
HIST 202	World Civilizations	3
or HIST 204	U.S. History from 1865	
or HIST 420	United States History and the Constitution	
<b>Physical and Biological Sciences</b>		
BIOL 105	General Biology/Lab	4
or BIOL 230	Anatomy and Physiology I/Lab	
or CHEM 115	Chemistry for Health Sciences/Lab	
or NSCI 150	Introduction to Astronomy/Lab	
<b>Total Credits</b>		<b>25</b>

## LAPU Distinctives

Requirement	Title	Credits
BIBL 100	Introduction to Biblical Literature: Exodus/Deuteronomy	3
BIBL 230	Introduction to Biblical Literature: Luke/Acts	3
ISTU 101	Success in the University <sup>1</sup>	3
<b>Total Credits</b>		<b>9</b>

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Must be taken at LAPU.

## Program Requirements

In order to earn the Bachelor of Science degree in Digital Marketing, students must complete the following degree components:

Requirement	Title	Credits
Core <sup>1</sup>		28
Program Requisites		15
Major Requirements		45
Electives		32
<b>Total Credits</b>		<b>120</b>

1

34 credits total; 6 credits are counted below in Program Requisites.

In order to earn the Bachelor of Science degree in Digital Marketing, students must complete the following required courses while achieving a minimum cumulative grade-point average (GPA) of 2.0 in their major courses.

Requirement	Title	Credits
<b>Core</b>		
Core Requirements <sup>1</sup>		28
<b>Program Requisites</b>		
BUSN 250	Business Communications	3
BUSN 270	Business Law and Ethics	3
ECON 203	Principles of Microeconomics	3
ECON 204	Principles of Macroeconomics	3
STAT 280	Applied Statistics	3
<b>Major Requirements</b>		
BUSN 310	Statistical Analysis for Business Decisions	3
BUSN 340	Introduction to Business Analytics	3
BUSN 350	Marketing and E-Commerce	3
BUSN 395	Project Management	3
BUSN 480	Strategic Management and Policy	3
DMKT 300	Social Media Marketing	3
DMKT 320	Digital Marketing Analytics	3
DMKT 340	Mobile Marketing	3
DMKT 360	Consumer Messaging	3
DMKT 380	Search Engine Optimization	3
DMKT 400	Consumer Behavior	3
DMKT 420	Customer Relationship Management	3
DMKT 440	Content Creation	3
DMKT 460	Brand and Product Management	3
DMKT 490	Digital Marketing Capstone	3
<b>Electives</b>		
Electives Requirement <sup>2</sup>		32
<b>Total Credits</b>		<b>120</b>

1

6 credits of the 34-credit Core are fulfilled within the Program Requisites.

2

Students may choose from any course in the catalog. If students wish to complete a concentration, they may complete a maximum of two concentrations.

Students may also earn up to 30 credits of electives via Prior Learning Assessment (PLA).

## Concentrations

### Recommended Concentrations

- Concentration in Organizational Leadership (<https://catalog.lapu.edu/undergrad/programs/conc/organizational-leadership/>)
- Customized Concentration (<https://catalog.lapu.edu/undergrad/programs/conc/customized-concentration/>)