

BACHELOR OF SCIENCE IN DIGITAL MARKETING

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.

