

# CONCENTRATION IN DIGITAL MARKETING

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The Digital Marketing concentration prepares students for the increasing demand for digital marketing skills. Students gain creative problem-solving skills for reaching a global audience, learn how to influence consumer behavior through storytelling, and learn to use different channels and platforms for customer acquisition.

Requirement	Title	Credits
DMKT 300	Social Media Marketing	3
DMKT 340	Mobile Marketing	3
DMKT 360	Consumer Messaging	3
DMKT 380	Search Engine Optimization	3
DMKT 440	Content Creation	3
<b>Total Credits</b>		<b>15</b>

*The Digital Marketing concentration may not be paired with the Digital Marketing major.*