



## KEY COURSES IN DIGITAL MARKETING MAJOR

The program includes a concentration of courses that provide students with important knowledge and skill areas in the diverse and dynamic field of digital marketing.

**MKT-337 Digital Marketing:** Students will explore a range of tactics, from search engine marketing to social media targeting and others. Key concepts include the inbound methodology -- selecting tactics to draw prospective customers toward a firm's website -- and measuring website performance through the use of Google Analytics. Students will develop a website, an e-mail newsletter, and social media posts, and engage in a multi-week simulation in which they are given a budget to boost sales for an ecommerce site.

**BUS-340 Visualizing Data for Business Analysis:** As everything in the digital marketing world is measurable, using and understanding data are must-have abilities. Learn cutting-edge apps and techniques for creating data visualizations -- visual representations of patterns and trends that affect an organization's bottom line. Students will also learn how to interpret data and translate insights from analytics into actionable next steps for a firm's marketing team and overall leadership.

**MKT-437X Content Marketing:** In this experiential learning course, students will explore the world of content marketing, develop strategies, plan social media promotion campaigns, and create an extensive portfolio of articles, videos, graphics and other types of content for real-world clients. The course also includes preparation to achieve Content Marketing Certification from HubSpot, a leader in marketing technology and education.

**MKT-415: Portfolio Review:** Students will receive personal, individualized attention as they develop a career exploration plan and a custom portfolio of content and artifacts from previous courses, their internships and other experiences. The course includes a mock interview with an industry professional, networking opportunities, and skills development in public speaking and presenting to decision-makers.

**BUS-070X Internship:** All students in the digital marketing major are required to have at least one semester-long internship for academic credit with an outside employer. *Note: Students are advised to pursue as many practical experiences off-campus prior to graduating as possible, in addition to this required internship, as well as seek opportunities with the Digital Marketing Clinic and/or Center for Innovation & Growth.*