

# BA in Digital Marketing and Design

63 units

The BA in Digital Marketing and Design (<https://www.apu.edu/business/programs/digital-marketing-design-major/>) program is for students interested in learning how to apply their creativity in the digital market space. With a focus on digital marketing strategy and social media marketing, this program gives students an innovative and relevant skill set for branding, influencer marketing, and brand journalism.

Students in this program are equipped to create a digital marketing strategic plan and manage digital marketing tools and channels, including the implementation of specific targeted marketing campaigns that promote business services, products, and corporate brand journalism. Students learn how to apply strategically aligned marketing communications to prosumers in order to leverage an organization's brand for the expansion of customer acquisition, conversion, and value growth potential, ultimately increasing sales and brand recognition.

Students in this program have the opportunity to earn industry-valued, internationally recognized certificates and microcredentials, either during the core courses or upon completion of the program, that certify their mastery of digital communication management and marketing analytics skills or abilities. These certificates in social media marketing and business analytics come from an independent third-party firm that specializes in social media and platform management, and can be added to résumés and uploaded to online portfolios, showcasing these skills to potential employers.

Coursework engages students in creating a comprehensive strategic digital marketing plan, including developing appropriate marketing strategies and objectives and conducting a marketing audit to ensure successful implementation. Digital marketing tools are integrated and developed—including email marketing campaigns, website design analysis, SEO, content marketing strategies, social media marketing, and building online community life cycles—that are appropriate and applicable to an organization's vision and mission. Complementary topics in advertising, promotion, graphics, web design, and SEO, and student participation in internship experiences, help build the student skill set and résumé for immediate employment in several marketing-related and design industries.

Today's employers are seeking educated marketers who can create and manage corporate brands and communications designed to foster a consistent organizational image and promote customer loyalty. Students in this program are equipped with the necessary practical skills to become professional marketers for various types of businesses, nonprofits, and church-led organizations.

## Experiential Learning Opportunities

In teams, students complete a social media campaign and a marketing plan for a real organization. Students can build their résumés through internships and have the option to participate in numerous student clubs and honor societies that provide confidence and skill-building opportunities in leadership, team building, social media, event planning, promotion, and marketing supervisory or management positions.

Students have the option to acquire practical skills and experience in leadership, management, decision making, and teamwork through internships, student clubs, honor societies, and study-away opportunities. Students participating in study-away opportunities engage with topics of globalization, trade, culture, and global management and leadership as they travel the world. Typically, study-away trips include visiting global and international organizations and learning from universities and business leaders around the world.

## Career Opportunities

Professionals who can leverage the power of digital marketing are in high demand. Career paths open to marketing majors include marketing coordinator/specialist, marketing project manager, social media specialist/manager, account coordinator/executive manager, product/brand manager, digital marketing specialist/manager, social media marketing manager, creative assistant, web content writer/manager, sales representative/manager, marketing manager, advertising and promotion manager, media planner/buyer, retail marketer, marketing analytics specialist, and marketing communications coordinator. Income potential and personal fulfillment are high. Marketing professionals who excel can become top executives.

## Requirements

Code	Title	Units
<b>Business and Management Core Courses</b>		
BUSI 110	Business and Entrepreneurship <sup>1</sup>	3
BUSI 120	Business Communications <sup>2</sup>	3
BUSI 240	Introduction to Information Systems and Business Applications	3
BUSI 244	Data Analytics, Spreadsheets, and Data Visualization	3
BUSI 213	Negotiation Strategies and Skills	3
BUSI 495	Business Ethics <sup>3</sup>	3
MGMT 210	Principles of Management <sup>4</sup>	3
MGMT 211	Organizational Leadership <sup>5</sup>	3

MGMT 212	Managing Diverse Teams and Groups <sup>5</sup>	3
MGMT 214	Project Management <sup>4</sup>	3
MGMT 440	Business Process Management	3
MGMT 445	Human Resource Management	3
MGMT 448	Organizational and Administrative Behavior <sup>1</sup>	3
<b>Digital Marketing and Design Courses</b>		
DSGN 120	Introduction to Computer Graphics <sup>6</sup>	3
or DSGN 115	Using Digital Media in a Visual World	
DSGN 281	Typography Fundamentals	3
MKTG 260	Principles of Marketing <sup>7</sup>	3
MKTG 262	Consumer Behavior: An Applied Approach <sup>1</sup>	3
MKTG 364	Sales and Sales Management <sup>S</sup>	3
MKTG 466	Digital and Social Media Marketing <sup>F</sup>	3
Select one of the following:		3
MGMT 350	Business Management Internship <sup>4</sup>	
MKTG 350	Marketing Internship <sup>4</sup>	
Select one of the following:		3
MKTG 363	Marketing Research <sup>F</sup>	
MKTG 373	Global Marketing Management <sup>8</sup>	
MKTG 545	International Marketing	
MKTG 565	Integrated Marketing Communications	

**Total Units****63**<sup>1</sup> Meets the General Education Civic Knowledge and Engagement requirement.<sup>2</sup> Meets the General Education Oral Communication requirement.<sup>3</sup> Meets the General Education Writing 3 requirement.<sup>4</sup> Meets the General Education Integrative and Applied Learning requirement.<sup>5</sup> Meets the General Education Social Sciences requirement.<sup>6</sup> DSGN 115 meets the General Education Humanities: Fine Arts requirement.<sup>7</sup> Meets the General Education Intercultural Competence requirement.<sup>8</sup> Offered via Study Away (<https://www.apu.edu/global-engagement/>).

## Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. Examine the full spectrum of digital marketing concepts and practices, including advertising, promotion, and design concepts.
2. Apply key marketing processes, including digital marketing concepts, and graphic design.
3. Create digital marketing plans that appeal to a diverse and global population.
4. Benchmark digital marketing campaigns against best practices.
5. Develop design strategies for digital marketing campaigns.
6. Evaluate digital marketing practices to ensure compliance with relevant laws and regulations.
7. Incorporate ethical practice into all aspects of digital marketing management.