

BACHELOR OF SCIENCE IN DIGITAL MARKETING

The Bachelor of Science degree in Digital Marketing (BSDM) program is tailored to meet the workplace demand for advanced digital proficiency, empowering students with skills essential for navigating the modern, data-rich marketplace. Students gain mastery in leveraging current technologies and analytical insights to influence consumer behavior, including creative problem-solving for global audience engagement, persuasive storytelling, and strategic use of multiple channels and platforms for customer acquisition and relationship management. This focus ensures graduates are prepared to drive measurable business growth and lead digital transformation initiatives in any sector.

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 (PLOs) 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.

