

CONCENTRATION IN DIGITAL MARKETING

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
Total Credits		15

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