

DIGITAL MARKETING (BA)

A degree in digital marketing prepares you to address a rapidly changing marketing landscape by applying online promotional methods within marketing strategies. Learn to use email marketing, social media marketing, and Search Engine Optimization (SEO) to reach specific consumers. Create winning marketing strategies using marketing data and web analytics to promote a product, company, or brand to a specific target market. The Digital Marketing BA can launch you into a marketing career with cutting edge digital marketing skills and a solid foundation in business.

General Education Requirements

All degree seeking undergraduate students must complete the general education (<http://catalog.csp.edu/archive/2021-2022/undergraduate/academic-information/general-education-requirements/>) requirements.

Degree Requirements

Bachelor of Arts (<http://catalog.csp.edu/archive/2021-2022/undergraduate/academic-information/graduation-requirements/#ba>) degree consists of a major of typically 32 to 44 credits or two minors, general education courses, and elective courses totaling a minimum of 120 credits.

Code	Title	Credits
Required		
MAN 301	Organizational Behavior	4
MAN 120	Business Fundamentals and Entrepreneurship	2
MAN 204	Legal Environment of Business	2
ACC 201	Principles of Financial Accounting	4
or ACC 384	Applied Accounting and Finance	
CSC 210	Microsoft Excel Core	4
MAR 301	Principles of Marketing	4
MKM 456	Marketing Information and Analysis	4
MKM 480	Business Plan	4
DMCX 300	Social Media Marketing	3
DMCX 350	Email Marketing	3
DMCX 400	Search Engine Optimization/Search Engine Marketing (SEO/SEM)	3
DMCX 425	Marketing Analytics	3
DMCX 450	Viral and Organic Growth	3
Total Credits		43