DIGITAL MARKETING (BS)

The Digital Marketing program provides students with the skills and knowledge necessary to create, implement, and measure digital marketing campaigns across various platforms. The program consists of courses such as Customer Mapping for Digital Marketing, Digital Brand Storytelling, Artificial Intelligence in Marketing, Marketing Analytics, and Social Media Content Strategy.

This program will equip students with the necessary skills and knowledge to succeed in the dynamic and ever-evolving field of digital marketing. Through this comprehensive curriculum that covers topics such as SEO, content marketing, artificial intelligence and machine learning technologies, analytics, and more, students will gain firsthand knowledge of digital marketing strategies and tactics, as well as the tools used to implement them. Students will have the opportunity to develop practical skills through real-world projects that will help prepare them to excel in a variety of roles in the field, including digital marketing managers, social media strategists, content creators, and data analysts.

General Education Requirements

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

Degree Requirements

Bachelor of Science (http://catalog.csp.edu/undergraduate/academic-information/graduation-requirements/#bs) degree consists of a major of typically 30 to 60 credits, general education courses, and elective courses totaling a minimum of 120 credits.

Code	Title	Credits
BUS 200	Leading in Complex Organizations	3
BUS 220	Project Management	3
BUS 240	Leadership, Influence and Negotiations	3
BUS 260	High Impact Digital Communications	3
BUS 270	Modern Marketing	3
BUS 300	Principles of Human Resource Management	3
BUS 320	Fundamentals of Accounting	3
BUS 335	Finance for Managers	3
BUS 370	Data Analytics and Visualization	3
BUS 400	Social Responsibility, Legal Implications, and Business Ethics	3
Concentration		
MKM 445	Customer Mapping for Digital Marketing	3
MKM 355	Digital Brand Storytelling	3
MKM 455	Artificial Intelligence in Marketing	3
MKM 460	Marketing Analytics	3
MKM 365	Social Media Content Strategy	3
Total Credits		**45**