

DIGITAL MARKETING MAJOR

Dr. Ross Murray, Program Director

Digital Marketing Mission Statement

In concert with the university mission to educate each student for a life of productive work, enlightened living, and community involvement, the mission of the Digital Marketing program at the University of Charleston is to develop students to be successful and ethical marketing professionals capable of making valuable contributions to organizations in the U.S. and around the world.

Program Description

The Digital Marketing major is designed to appeal to learners interested in applying marketing principles to digital technology to improve business and marketing decision-making. The digital marketing major studies the history of marketing as a discipline with special attention to 21st-century digital marketing trends. Foundational material, history, theory, applied simulation, and professional marketing certifications will combine to produce a skilled, market-ready marketing practitioner.

The Digital Marketing program produces a work-ready marketing manager for 21st-century employment. The students will research, create, and execute a digital marketing campaign through application. The rapid growth of social media and digital media fosters growth in employment opportunities for graduates with the skill set and experience in applying digital technology in marketing. This interdisciplinary Program utilizes two courses in Digital Media Design and integrates professional preparation certifications, an internship experience, and a digital marketing strategy capstone experience to better prepare students with the digital marketing skills desired by employers. The Digital Marketing program has earned specialized business accreditation from the Accreditation Council for Business Schools & Programs (ACBSP).

Digital Marketing Major Program Learning Outcomes

All BSBA students must fulfill the BSBA Core outcomes. In addition, Digital Marketing graduates will:

1. Create digital marketing campaigns.
2. Evaluate customer action attribution.
3. Evaluate marketing return on investment.

What You Will Study

The Digital Marketing major is part of the BS in Business Administration degree and requires a total of 120 institutional credits of academic work, including 45 credits of business administration core courses, 21 credits of major courses, and 54 credits of general education requirements and electives. This allows students to include a concentration or double major in complementary business areas or double major/minor in fields outside the business area, such as communications. Such a combination gives the student broader opportunities and increases marketability upon graduation.

Digital marketing majors will take a 45-credit business administration core, including professional certification opportunities for Microsoft Office Specialist certification (MOS), Google Analytics, and others.

Digital Marketing – Required Courses in Major		
Course	Title	Credits
MRKT 371	Digital Marketing	3
MRKT 401	Advertising	3
MRKT 402	Marketing Research	3
MRKT 420	Digital Marketing Strategy Capstone	3
MRKT 498	Marketing Internship	3
DMDS 202	Image Manipulation and Web Aesthetics	3
DMDS 302	Web & Social Media Design	3
Required Credits in Digital Marketing Major:		21
Total Credits for Major (45 BSBA Core + 21 Required in Major):		66

Admission Requirements

Students must gain acceptance to the University of Charleston.

Additional Requirements

Digital Marketing majors must meet all University of Charleston graduation requirements and must take and pass the Peregrine Exit Assessment in the last semester of the senior year. Additionally, students must earn a C or above in Business Strategy (BUSI 450).

DIGITAL MARKETING & SALES MINOR

The Digital Marketing & Sales minor provides students with a digital marketing and sales foundation and prepares graduates to work more effectively in a digitally connected world.

The minor complements non-business and business majors interested in launching a marketing, advertising, sales, public relations, or content creation career. The minor provides students with an understanding of successful search optimization techniques, professional selling strategies, and sales management knowledge. As part of the coursework, students will earn professional certifications to manage appropriate digital communication tools to engage target markets. The 18 credit hours required for the Digital Marketing & Sales minor are:

Digital Marketing & Sales Minor		
MRKT 240	Introduction to Sales and Professional Selling	3
MRKT 321	Principles of Marketing	3
MRKT 371	Digital Marketing	3
MRKT 401	Advertising	3
MRKT 240	Introduction to Sales & Personal Selling	3
DMDS 202	Image Manipulation & Web Aesthetics	3
	Total for Minor:	18

Digital Marketing Concentration

Students pursuing other BSBA majors can choose to add Digital Marketing as a concentration (12 credits). The concentration in Digital Marketing will prepare students to apply marketing principles to digital technology to improve business and marketing decision-making. Students will research, create, and execute a digital marketing campaign. Students will be skilled and market-ready through the completion of professional marketing certifications. The 12 credit hours required for a concentration in Digital Marketing are:

Digital Marketing Concentration		
MRKT 371	Digital Marketing	3
MRKT 401	Advertising	3
MRKT 402	Marketing Research	3
DMDS 202	Image Manipulation & Web Aesthetics	3
	Total for Concentration:	12