

# Digital Marketing

## Degree Type

Bachelor of Science

Dean: Sarah K. Bryant, Ph.D.

Associate Dean: Pat Gagliano, M.F.A.

Department Chair: Gerald Seals, M.S., M.Div., D.Div., Ph.D.

Professor / DGM Program Coordinator: Pat Gagliano, MFA

Professor of Communications: Jodie Peeler, Ph.D.

Associate Professor of Graphic Design and Digital Marketing: Tania Sosiak, MID

Associate Professor of Business Administration: Gerald Seals, M.A., M.Div., D.Div., Ph.D.

Assistant Professor of Communications: Al deLachica, MA

Assistant Professors of Business Administration: Leon Banks, J.D; Alicia Davis, EdS, Paul D. Smith, MBA; Les Parks, MBA

Assistant Professor: Timothy DuPont, Ph.D.

Requirements for the **Major in Digital Marketing** (not including General Education Core)

## Requirements for the Major

| Item #  | Title   | Credits |
|---------|---|---------|
| ACC 210 | Principles of Financial Accounting                          | 3       |
| BUA 101 | Introduction to Business                                    | 3       |
| BUA 210 | Business Law  | 3       |
| BUA 220 | Principles of Marketing                                     | 3       |
| COM 121 | Writing for Mass Media                                      | 3       |
| COM 241 | Introduction to Public Relations                            | 3       |
| DGM 101 | Introduction to Digital Marketing                           | 3       |
| DGM 202 | Social Media for Digital Marketing                          | 3       |
| DGM 490 | Digital Marketing Senior Capstone                           | 3       |
| DGM 495 | Professional Internship                                     | 3       |
| ECO 220 | Principles of Microeconomics                                | 3       |
| GPD 161 | Introduction to Graphic Design                              | 3       |
| GPD 261 | Intermediate Graphic Design                                 | 3       |
| GPD 320 | Web Design  | 3       |
| MIS 320 | E-Commerce or CSC 155 Object-Oriented Programming in Java I | 3       |

## Choose one of the following Statistics Courses

| Item #        | Title  | Credits |
|---------------|--|---------|
| MAT 200       | Applied Statistics                               | 3       |
| SSC 230       | Introduction to Statistics for Social Scientists | 3       |
| Total Credits |  | 48      |