



Bachelor of Science

# Digital Marketing (BSDMK)

• CIP 521499 • 120 credits

## Program Description

The Bachelor of Science in Digital Marketing (BSDMK) is uniquely designed for students interested in learning the emerging trends in digital media and how to leverage the power of mobile devices, social networks, graphic design, and the interactive Web to meet (and exceed) business objectives. This program will teach students how to embrace the evolving digital world and to create innovative marketing strategies using new technologies that engage online audiences, cultivate digital opportunities and achieve a competitive advantage.

The BSDMK program offers three concentrations: Marketing Analytics, Strategic Marketing, and Virtual Marketing, and is consistent with CCG's mission of providing a high quality curriculum with a focus on educating competent and skilled business professionals. While the BSDMK program curriculum includes several business core courses offered through CCG's BSBA program, the BSDMK program curriculum offers in-depth course work in the niche areas of digital marketing, public relations and advertising that are intended to provide learners with a unique skill set applicable to current industry needs, as noted in the curriculum map below.

## Program Outcomes

The Program Learning Outcomes for the BSDMK program are:

- Develop an understanding of how digital marketing principles and strategies are used to achieve marketing, management, and business objectives.
- Identify ways in which marketing practices evolve within a digital framework and integrate digital components into a comprehensive marketing plan.
- Conduct research on contemporary issues in digital marketing and apply statistical reasoning toward forming research findings.
- Predict and convey to various audiences emerging technology trends and manage their impact on marketing strategies.
- Identify and assess the legal and ethical aspects of the digital medium and form approaches for navigating these components.
- Devise targeted marketing strategies in a digital framework and determine the measurements and metrics to be used for continual analysis.
- Develop, analyze and design basic web sites geared toward the goals of effective marketing, advertising, public relations, and ecommerce.
- Analyze companies' search engine performance strategies and identify optimal solutions to maximize return on investment.
- Formulate digital marketing communications to promote customer relationships, enhance brand image, and expand market reach.

## Instructional Delivery

The BSDMK is an online program. Courses are eight weeks in length, and there are six sessions each year. The BSDMK is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive online learning format.

Given that CCG students are primarily working adults, the average program completion is five (5) years or thirty (30) eight-week terms.

## BSDMK General Education ..... 42 credits

**English** ..... 6  
 ENG 101W English Composition I  
 ENG 201W English Composition II

**Critical Thinking and Literacy** ..... 6  
 INF 101W Information Literacy for College Success  
 (Required as first course at CCG)  
 PHI 101W Critical Thinking

**Arts & Humanities** ..... 6  
*Choose two:*  
 ART 301W Art History and Appreciation  
 ENG 305W American Literature  
 ENG 405W British Literature  
 HIS 201W U.S. History Since 1900

**Social Science** ..... 6  
*Choose two:*  
 ECO 101W Economics and Society  
 PSY 250W Psychology  
 POL 250W Political Science  
 SOC 250W Sociology

**Mathematics** ..... 6  
 MAT 101W\* Essentials of College Mathematics  
 MAT 103W\* Business Math  
 MAT 205W College Algebra

**Communication** ..... 6  
 COM 201W Business Writing and Communication  
 COM 301W Interpersonal and Organizational Communication

**Natural Science** ..... 6  
 SCI 281W Environmental Science  
 SCI 301W Anatomy and Physiology

\*Students may elect to take a Math placement exam instead of MAT 101W. Students should contact their advisor for assistance with scheduling the placement exam prior to enrolling in any MAT courses.



(All courses @ 3 credits except as noted.)



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## Core Curriculum .....42 credits

- ACC 201W Accounting I (Prerequisite: MAT 103W)
- ACC 202W Accounting II (Prerequisite: ACC 201W)
- DMK 205W Digital Marketing
- DMK 230W Data Analysis, Metrics and Measurement of Digital Marketing
- DMK 301W Laws, Ethics, and Social Responsibility in a Digital Age
- MGM 201W Principles of Management
- MGM 225W Human Resources
- MGM 301W Research Methods
- MGM 305W Organizational Behavior
- MGM 401W Operations Management
- MIS 205W Management Information Systems
- MKT 210W Principles of Marketing
- MKT 305W Consumer Behavior
- MGM 450W BS Senior Capstone

## If not selecting a concentration..... 36 credits

- MAT305W Statistics
- ECO Choose one Economics course*
- MGM215W Leadership and Management
- MGM410W Strategic Planning and Decision Making
- MKT301W Marketing Research
- Electives Choose 7 DMK, MKT, or SEM courses*

## Concentrations.....36 credits

### Strategic Marketing

- MAT 305W Statistics
- ECO Choose one Economics course*
- MGM 215W Leadership and Management
- MGM 410W Strategic Planning and Decision Making
- MKT 301W Marketing Research
- DMK 305W Digital Advertising
- DMK 410W Global Strategies in Digital Marketing
- DMK 340W Search Engine Optimization
- Electives Choose four business electives*

### Virtual Marketing

- MAT 305W Statistics
- MGM 215W Leadership and Management
- MGM 410W Strategic Planning and Decision Making
- DMK 420W Mobile Marketing
- DMK 210W Viral Marketing and Digital Presence
- DMK 305W Digital Advertising
- DMK 315W Online Content Marketing and Consumer Behavior
- DMK 330W Target Marketing and Social Optimization
- Electives Choose four business electives*

### Marketing Analytics

- MAT 305W Statistics
- ECO Choose one Economics course*
- MGM 215W Leadership and Management
- MGM 410W Strategic Planning and Decision Making
- MKT 301W Marketing Research
- DMK 315W Online Content Marketing and Consumer Behavior
- DMK 330W Target Marketing and Social Optimization
- DMK 428W Digital Marketing, Big Data and Web Analytics
- Electives Choose four business electives*

(All courses @ 3 credits except as noted.)