Nebraska Wesleyan University

Digital Marketing (B.A., B.S.)

Catalog

2024-2025

Program Description

Academically equivalent, both bachelor of art and bachelor of science degrees will provide marketing coordinators and managers with key skills. Students will develop analytical and critical thinking skills in the marketing field and successfully build and run digital marketing campaigns. Practical knowledge, projects, and industry-relevant certifications from firms such as Google and HubSpot are emphasized.

Departments

1. Business, Accounting and Economics (Undergraduate)

Digital Marketing Major (B.A. or B.S., 57 hours)

Required Courses	54 hours
ACCT 1310 Principles of Accounting I	3 hours
ACCT 1320 Principles of Accounting II	3 hours
BUSAD 2000 Principles of Marketing	3 hours
ECON 1530 Macroeconomic Principles	3 hours
Mathematics course (choose from): • MATH 1100 College Algebra • MATH 1400 Pre-Calculus • MATH 1450 Finite Mathematics • MATH 1500 Calculus for Management, Biological, and Social Sciences • MATH 1600 Calculus I	3-5 hours
Statistics course (Choose from:) • BUSAD 2100/ECON 2100 Business and Economic Statistics • MATH 1300 Statistics • MATH 3300 Mathematical Statistics I • PSYCH 2100 Psychological Statistics • SOC 2910 Social Statistics • or other department approved Statistics course	3 hours
BUSAD 2150 Social Media Marketing*	3 hours
BUSAD 2250 Email Marketing*	3 hours
BUSAD 2300 Business Communication	3 hours
BUSAD 2350 Viral and Organic Growth*	3 hours
BUSAD 3350 Search Engine: Optimization and Marketing*	3 hours
BUSAD 3400 Promotional Strategy	3 hours

Required Courses	54 hours
BUSAD 3500 Consumer Behavior	3 hours
BUSAD 3700 Financial Management	3 hours
BUSAD 4300 International Marketing	3 hours
BUSAD 4350 Digital Marketing Analytics*	3 hours
BUSAD 4600 Business Ethics	3 hours
BUSAD 4970 Business Internship	3 hours
Capstone	**3 hours**
BUSAD 4800 Strategic Management	3 hours
Recommended Programming Literacy	
CMPSC 1100 Python Programming I	4 hours
DATA 1200 Excel and SQL Programming	4 hours

*This course is offered remotely via NWU's partnership with a Consortium. The partnership allows students to earn NWU credit for specific courses. Classes are designed by top academics and industry leaders, vetted by NWU, and taught by experts in the field.