

Major:

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

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/Programs:

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

Statistics course (Choose from:)

- BUSAD 2100 Business and Economic Statistics
- MATH 1300 Statistics
- MATH 3300 Mathematical Statistics I
- POLSC 2000 Introduction to Political Science Statistics
- PSYCH 2100 Psychological Statistics
- SOC 2910 Social Statistics
- or other department approved statistics course

BUSAD-1550*	BUSAD-1550
BUSAD-2050*	BUSAD-2050
BUSAD 2300 Business Communication	3 hours
BUSAD 2350 Viral and Organic Growth*	3 hours
BUSAD-3150*	BUSAD-3150
BUSAD-3250*	BUSAD-3250
BUSAD 3400 Promotional Strategy	3 hours
BUSAD-3450*	BUSAD-3450
BUSAD 3500 Consumer Behavior	3 hours
BUSAD 3700 Financial Management	3 hours
BUSAD 4300 International Marketing	3 hours
BUSAD 4600 Business Ethics	3 hours
BUSAD 4970 Business Internship	3 hours

BUSAD-4650\*

Recommended Program	
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.