

## BUSAD 2050 Career Navigation & Exploration in Digital Marketing

3 hours

Majors, Minors & Degrees:

**Majors**

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

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

This course will help you find a job in Digital Marketing upon graduation. Not just any job; one that meets your personal and financial needs and makes you excited about the future. In this course, you'll explore career paths in Digital Marketing, potential salary outcomes, and different roles. Then, you'll pick target jobs and opportunities that are the best fit for you, and make a clear plan of action toward securing them.