Nebraska Wesleyan University

BUSAD 2050 Career Navigation & Exploration in Digital Marketing

Catalog

2025-2026

Course Description

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.

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)