Nebraska Wesleyan University

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

Catalog

2026-2027

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
Statistics course (Choose from:) • BUSAD 2100 Business and Economic Statistics • MATH 1300 Statistics • MATH 3300 Mathematical Statistics I • POLSC 2000 Analyzing Politics and Policy • PSYCH 2100 Psychological Statistics	3 hours
BUSAD 1550 Introduction To Digital Marketing*	3 hours
BUSAD 2050 Career Navigation & Exploration in Digital Marketing*	3 hours
BUSAD 2300 Business Communication	3 hours
BUSAD 2350 Going Viral and Organic Growth*	3 hours
BUSAD 3150 Social Media Marketing*	3 hours
BUSAD 3250 Lifecycle & Email Marketing*	3 hours
BUSAD 3400 Promotional Strategy	3 hours
BUSAD 3450 Digital Marketing Analytics and Experimentation*	3 hours
BUSAD 3500 Consumer Behavior	3 hours
BUSAD 3700 Financial Management	3 hours

Required Courses	54 hours
BUSAD 4300 International Marketing	3 hours
BUSAD 4600 Business Ethics	3 hours
BUSAD 4970 Business Internship	3 hours
Capstone	**3 hours**
BUSAD 4650 Growth Marketing and Multi-Channel Digital Marketing Campaign*	3 hours
Recommended Programming Literacy	
DATA 1200 Excel and SQL Programming	4 hours
DATA 1350 Introduction To Data Analytics	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.