

# DIGITAL MARKETING

## SCHOOL OF ARTS & SCIENCES

Digital marketing majors have the skills for today's rapidly changing workplace and are equipped for careers in any industry. Our graduates work in business, nonprofit organizations, health care and in governmental agencies. They become digital marketing coordinators, special event planners, patient advocates, community liaisons and more. Discover what a digital marketing major can do for you.

Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. This also includes communication through text or multimedia messages.

The digital marketing program prepares students with the training and communication skills they will need to implement marketing campaigns across multiple platforms. Integrated marketing professionals utilize marketing, advertising and communication practices to create effective strategies and tactics in a growing digital media environment.

### Why Digital Marketing at Mount Mary?

The Digital Marketing program at Mount Mary offers students a comprehensive array of skills and practical experience. In addition, the classes are hybrid allowing for students to take the courses on their own time and pace.

### Career Opportunities

Job growth in the field of Digital Marketing is projected to grow at 10 percent, which is much faster than average over the next decade. Here are some potential career paths for those interested in the field of Digital Marketing:

- Social media marketing
- Search engine marketing
- Analytics
- Content management
- Mobile marketing
- Video marketing
- Interactive technology
- Email marketing

### INTERNSHIP OPPORTUNITIES

Enhance your skills. students at Mount Mary have completed internships at these organizations:

- AIDS Resource Center of Wisconsin
- Black Arts MKE
- Children's Hospital
- City of West Allis
- Easter Seals
- Harley-Davidson Motor Company
- Johnson Controls
- Kohl's
- Marcus Corporation
- Milwaukee County Zoo
- Multiple Sclerosis Society
- Northwestern Mutual
- Steele Pointe Homes
- Summerfest
- V100 Radio
- WISN-TV 12

### LEARN MORE ONLINE

For additional information about Mount Mary University's exercise science major, please visit [mtmary.edu/academics](https://mtmary.edu/academics).

### CONNECT WITH US ON SOCIAL:

[facebook.com/mmu](https://facebook.com/mmu)

[instagram.com/mountmaryuniversity](https://instagram.com/mountmaryuniversity)

MAJOR		CORE		MINOR		ELECTIVES	
<b>FRESHMAN YEAR</b>							
<b>FALL Courses</b>				<b>SPRING Courses</b>			
FYS 100 First Year Seminar	3	ENG 120 College Research Writing	3	Artistic Inquiry Core	3	Civic Engagement Core	3
ENG 110 Intro to College Writing	3	COM 150 Introduction to Digital Marketing	3	Major Elective	3		
COM 105 Professional Presentations	3						
MAT 105 Algebra I	4						
BUS 109 Data and Digital Literacy	3						
<b>TOTAL</b>	<b>16 credits</b>	<b>TOTAL</b>	<b>15 credits</b>				
<b>SOPHOMORE YEAR</b>							
<b>FALL Courses</b>				<b>SPRING Courses</b>			
Human Connection Core	3	Scientific Inquiry Core	3	Global Perspectives Core	3	COM 340 Social Media Marketing	3
COM 201 Career Navigation Digital Mktg	3	COM 280 Going Viral & Growth Hacking	3	Minor/Elective	3		
COM 270 Ingrated Marketing Communication	3						
Major Elective	3						
Minor/Elective	3						
<b>TOTAL</b>	<b>15 credits</b>	<b>TOTAL</b>	<b>15 credits</b>				
<b>JUNIOR YEAR</b>							
<b>FALL Courses</b>				<b>SPRING Courses</b>			
BUS 205 Personal Finance	3	Theology Course	3	ENG 419 Technical and Business Communication	3	Major Elective	3
COM 295 Lifecycle and Email Marketing	3	Minor/Elective	3	Minor/Elective	3		
COM 343 Persuasive Communication	3						
Minor/Elective	3						
Minor/Elective	3						
<b>TOTAL</b>	<b>15 credits</b>	<b>TOTAL</b>	<b>15 credits</b>				
<b>SENIOR YEAR</b>							
<b>FALL Courses</b>				<b>SPRING Courses</b>			
COM 430 Digital Marketing Capstone	3	COM 498 Internship	2	Minor/Elective	3	Minor/Elective	3
Minor/Elective	4	Minor/Elective	3	Minor/Elective	3	Minor/Elective	3
Minor/Elective	3						
Minor/Elective	3						
Minor/Elective	3						
<b>TOTAL</b>	<b>15 credits</b>	<b>TOTAL</b>	<b>15 credits</b>				

UPDATED OCTOBER 2024

This example four-year plan is intended to outline the number and types of courses a student might take in order to fulfill the degree, major, core and elective requirements to graduate. Students meet with their academic advisor each semester to review progress toward fulfilling their degree requirements.

