

EXAMPLE FOUR-YEAR PLAN

DIGITAL MARKETING | 120 CREDITS

MAJOR	CORE	MINOR	ELECTIVES
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FRESHMAN YEAR

FALL Courses		SPRING Courses	
SYM 110 Leadership for Social Justice	3	Math	4
Oral Communications	3	ENG 120 College Research Writing	3
World Languages	3	Behavioral Science	3
ENG 110 Introduction to College Writing	3	Fine Arts	3
BUS 109 Data and Digital Literacy	3	COM 295 Email Marketing	3
TOTAL	15 credits	TOTAL	16 credits

SOPHOMORE YEAR

FALL Courses		SPRING Courses	
History	3	History/Behavioral Science	3
SEA 101 Search for Meaning	4	Philosophy	3
Science	3	Literature	3
COM 220 Communication Theory	3	COM 280 Viral and Organic Growth	4
COM 270 Integrated Marketing Communication	3	COM 340 Social Media Marketing	3
TOTAL	16 credits	TOTAL	16 credits

JUNIOR YEAR

FALL Courses		SPRING Courses	
Theology	4	Literature/Fine Arts	3
COM 344 Search Engine Optimization & Marketing	3	COM 350 Global Marketing	3
COM 420 Brand Strategy	3	COM 430 Digital Marketing Analytics	3
Communication Elective	3	Minor	3
Minor	3	Minor	3
TOTAL	16 credits	TOTAL	15 credits

SENIOR YEAR

FALL Courses		SPRING Courses	
ENG 419 Technical and Business Writing	3	COM 494 Capstone	2
Internship	4	Minor	3
Elective Course	3	Minor	3
Minor	3	Minor	3
TOTAL	13 credits	TOTAL	13 credits

UPDATED MARCH 2024

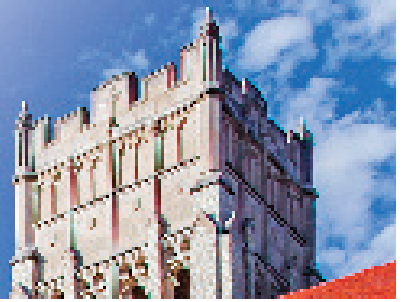
This example four-year plan is intended to outline the number and types of courses a student might take in order to fulfill the degree, major, core and elective requirements to graduate. Students meet with their academic advisor each semester to review progress toward fulfilling their degree requirements.



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DIGITAL MARKETING

SCHOOL OF ART & DESIGN



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.

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