

## Pathway: Interdisciplinary Pathway in Integrated Digital Marketing

### *Purpose*

The Integrated Digital Marketing pathway is designed to equip students with a comprehensive understanding of digital marketing strategies and tools, consumer behavior, and the principles of effective communication. This interdisciplinary program combines courses from business, psychology, and mass communications to prepare students for successful careers in the dynamic field of digital marketing.

### *Career Outcomes*

- Digital Marketing Specialist
- Social Media Manager
- Content Strategist
- SEO/SEM Specialist
- Digital Advertising Analyst
- Brand Manager
- Market Research Analyst
- Public Relations Specialist

### *10-Course Academic Pathway*

1. **BUS 301 - Principles of Marketing** (3 semester hours)
  - Introduction to the fundamentals of marketing, including market research, consumer behavior, product development, pricing strategies, promotion, and distribution.
2. **BUS 305 - Digital Marketing** (3 semester hours)
  - Covers digital marketing strategies and tools, including SEO, SEM, social media marketing, email marketing, and web analytics.
3. **BUS 403 - Marketing Research** (3 semester hours)
  - Focuses on research methods used to gather, analyze, and interpret data relevant to marketing decision-making.
  - *Prerequisite:* BUS 301
4. **BUS 406 - Strategic Marketing Management** (3 semester hours)
  - Emphasizes the development and implementation of marketing strategies and plans.
  - *Prerequisite:* BUS 301
5. **COMM 305 - Introduction to Mass Communications** (3 semester hours)
  - Overview of the mass communications field, including media history, media effects, and the role of media in society.
6. **COMM 315 - Social Media Strategies** (3 semester hours)
  - Examines the use of social media platforms for communication, branding, and marketing purposes. Focuses on content creation, audience engagement, and analytics.
7. **COMM 405 - Content Creation and Management** (3 semester hours)
  - Focuses on creating and managing digital content for various platforms, including blogs, websites, and social media.
  - *Prerequisite:* COMM 305
8. **PSYC 305 - Consumer Psychology** (3 semester hours)
  - Study of psychological principles and theories related to consumer behavior and decision-making processes.

9. **PSYC 310 - Social Psychology** (3 semester hours)
  - Examination of how social influences affect individual behavior, including topics such as attitude formation, persuasion, and group dynamics.
10. **COMM 420 - Media Ethics and Law** (3 semester hours)
  - Exploration of ethical issues and legal regulations in the media industry, focusing on digital and social media contexts.
  - *Prerequisite:* COMM 305

These courses provide a well-rounded education in integrated digital marketing, combining essential marketing principles with insights from psychology and mass communications. This pathway prepares students for various roles in the digital marketing industry