

# THE CLEARY BUSINESS ARTS™ CURRICULUM

## DIGITAL MARKETING



With a Digital Marketing degree, employers will be looking for you! Marketing is essential to any product or service, and digital marketing is leading the charge in advertising, decision-making and consumer preferences. Cleary Digital Marketing graduates are equipped with in-depth knowledge and insights on marketing principles, the power of persuasion, producing sustainable outcomes for businesses, and helping increase revenue for organizations. You'll be ready to develop, execute and promote products and services for any industry. Business law, economics, information technology, financial management and foundational businesses courses are included in the curriculum to provide students with a well-rounded education.

### Career opportunities available in Digital Marketing

Jobs open to those with a bachelor's degree in Digital Marketing include search engine optimization (SEO) specialist, digital marketing manager, Facebook ads expert, content marketing specialist, social media manager, marketing director, e-Commerce specialist, SEO copywriter, email marketing specialist, digital marketing communications manager and many more. With more and more companies continuing to shift and evolve their business online, you will be in demand.

### The Cleary Mind™ gives Cleary graduates a competitive advantage

Cleary University instills in our students the following:

*Critical Thinking*

*Leadership*

*Ethics*

*Creative Thinking*

*Persuasion*

*Problem Solving*

*Entrepreneurship*

*Communication*

The Cleary Mind™ is the core of who we are and what distinguishes us from other universities. As students begin their academic career here – online or on campus – they begin learning the attributes of The Cleary Mind™, and by the time they graduate, The Cleary Mind™ has become their way of thinking, leading and living. That's why employers want to hire Cleary graduates. They not only have the workplace competencies to master their new job, but they also are ready to serve as creative and critical thinkers, problem solvers, effective and persuasive communicators, and ethical leaders, mentors and entrepreneurs. They exceed the expectations of employers!



## DIGITAL MARKETING CURRICULUM PATHWAY - SINGLE MAJOR BBA IN BUSINESS MANAGEMENT

COURSE		CATEGORY	CREDITS
YEAR ONE	FALL	ENG 1000 English Composition	GE ENG/COM 3
		PHL 1200 Critical Thinking in an Illogical World	GE HUM 3
		BUS 1100 Introduction to Organizations	BBA Core 3
		TCM 1000 The Cleary Mind Professional Skills	GE ELE SS 3
		MIS 1000 Applied Business Tools	BBA Core 3
	Total Credits		15
	SPRING	ENG 1100 Discourse and Delivery	GE ENG/COM 3
		ECO 1000 Introduction to Macroeconomics	GE SS 3
		COM 1400 Speech Communications	GE HUM 3
		QLR 1000 Data Foundations	GE MTH 3
SCI 1500 The Science of Well-Being		GE NS 3	
Total Credits		15	
YEAR TWO	FALL	ECO 2000 Introduction to Microeconomics	BBA Core 3
		OPM 2000 Operations Management	BBA Core 3
		ACC 1000 Introduction to Financial Accounting	BBA Core 3
		MKT 2200 Introduction to Marketing	BBA Core 3
		ELE Elective Course	ELE 3
	Total Credits		15
	SPRING	LAW 2900 Business Law	GE SS 3
		HRM 2800 Introduction to Human Resources Mgmt	BBA Core 3
		ACC 2000 Introduction to Managerial Accounting	BBA Core 3
		NTR 2000 Nutrition for the Active Adult with Lab	GE NS 3
ELE Elective Course		ELE 3	
CAR 1050 Navigating Academic and Life Challenges	Prog Course 1		
Total Credits		16	
YEAR THREE	FALL	COM 3200 Organizational Communication in a Global Environment	BBA Core 3
		MGT 3400 Managing Projects and Processes in Organizations	BBA Core 3
		DMA 4200 Data Analysis in Business	BBA Core 3
		FIN 3000 Introduction to Corporate Finance	BBA Core 3
		ELE Elective Course	ELE 3
	Total Credits		15
	SPRING	BUS 3500 Strategic Management	BBA Core 3
		PHL 4010 Culture of Ethics	BBA Core 3
		BUS 3000 Emerging Business Technologies	BBA Core 3
		MKT 3360 Storytelling with Content Marketing	Course Major 3
Elective Course		ELE 3	
Total Credits		15	
YEAR FOUR	FALL	MGT 4071 Organizational Behavior	BBA Core 3
		LED 4010 Leadership Theories and Applications	BBA Core 3
		MKT 4350 Social Media and Practice	Course Major 3
		MKT 4355 Social Media Advertising	Course Major 3
		CAR 3060 Navigating Future Career and Life Challenges	Prog Course 2
	Total Credits		14
	SPRING	LED 4900 Leadership Seminar	Prog Course 3
		MKT 4360 Managing the Customer Relationship	Course Major 3
		MKT 4450 Marketing Metrics and Analytics for Decision Making	Course Major 3
		Elective Course	ELE 3
Elective Course		ELE 3	
Total Credits		15	
TOTAL CREDITS			120