

# 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.



### Earn a Meta Social Media Marketing Professional Certificate with this degree.

Students successfully completing Cleary's Digital Marketing concentration will receive Meta's Social Media Marketing Professional Certificate along with their Cleary degree. Cleary is one of the only universities in the country building these programs in partnership with experts at Meta, ensuring that the content is current and relevant to today's employers. This program is eligible for financial aid and no additional coursework or cost is required.

## 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*

*Ethics*

*Persuasion*

*Entrepreneurship*

*Leadership*

*Creative Thinking*

*Problem Solving*

*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

## YEAR ONE

### Semester One

#### FALL SEMESTER

ENG 1000	English Composition	3.0
PHL 1200	Critical Thinking in an Illogical World	3.0
BUS 1000	The Business of Environmental Sustainability	3.0
TCM 1000	Business Arts Immersion	3.0
Total Credits:		12.0

### Semester Two

#### SPRING SEMESTER

ENG 1100	Discourse and Delivery	3.0
ECO 1000	Economies and Economics 1 (Macroeconomics)	3.0
GE HCC	Human Civilization, Legacy and Creation	3.0
QLR 1000	Data Foundations	3.0
ELE	Elective	3.0
CAR 1000A	Career Fulfillment	0.5
Total Credits:		15.5

## YEAR TWO

### Semester Three

#### FALL SEMESTER

COM 1400	Speak Up!	3.0
ECO 2000	Economies and Economics II (Microeconomics)	3.0
ACC 1000	Principles of Accounting and Economic Renaissance	3.0
GE NPW	Observation and Analysis of the Natural and Physical World	3.0
MKT 2100	Transformational Marketing	3.0
CAR 1000B	Career Fulfillment	0.5
Total Credits:		15.5

### Semester Four

#### SPRING SEMESTER

LAW 2900	Business Law	3.0
HRM 2800	How We Work Together	3.0
ACC 2000	Financial and Managerial Accounting for Sustainability	3.0
OPM 2000	How the Operation Works	3.0
GE PDW	Perspective on a Diverse World Course	3.0
ELE	Elective Course	3.0
Total Credits:		18.0

## YEAR THREE

### Semester Five

#### FALL SEMESTER

COM 3100	Communicating to a Shrinking World	3.0
MGT 3400	Managing Projects and Processes in Organizations	3.0
LED 3010	Leadership Applications	3.0
MKT 3000	Transactional Marketing	3.0
ELE	Elective Course	3.0
Total Credits:		15.0

### Semester Six

#### SPRING SEMESTER

BUS 3500	Strategic Thinking from the Inside Out	3.0
HUM 3250	Cross-Cultural Diversity	3.0
MKT 4350	Social Media and Practice	3.0
BUS4200	Successful Negotiation Skills	3.0
ELE	Elective Course**	3.0
CAR 1000C	Career Fulfillment	0.5
Total Credits:		15.5

## YEAR FOUR

### Semester Seven

#### FALL SEMESTER

DMA 4200	Data Analysis in Business	3.0
MGT 4071	Organizational Behavior	3.0
MKT 4355	Social Media Advertising	3.0
MKT 3360	Storytelling with Content Marketing	3.0
ELE	Elective/Graduate Elective**	3.0
Total Credits:		15.0

### Semester Eight

#### SPRING SEMESTER

PHL 4900	The Social Contract	3.0
LED 4900	Leadership Seminar	3.0
MKT 4360	Managing the Customer Relationship	3.0
MKT 4450	Marketing Metrics and Analytics for Decision-Making	3.0
ELE	Elective Course**	3.0
BBA 9999	Undergraduate Curricular Assessment	0.0
CAR 1000D	Career Fulfillment	0.5
Total Credits:		15.5

\* Students receiving transfer or prior learning credits may alter the above example schedule. See the Cleary University Catalog for further details.

\*\* Course or elective course may be taken at the graduate level if a student plans to pursue a Cleary University graduate program. See the Cleary University Catalog for further details.

**PROGRAM TOTAL CREDITS**

**122.0**

■ Denotes course(s) needed to fulfill Meta certification requirements.