



LOS ANGELES PACIFIC
UNIVERSITY



Bachelor of Science in **DIGITAL MARKETING**

ABOUT THE PROGRAM

The Bachelor of Science in Digital Marketing program equips you with the skills to master the latest digital tools and technologies. Learn to target audiences, build brand loyalty, and drive results by analyzing customer data, understanding consumer behavior, optimizing content, and maximizing marketing investments to achieve company goals.

CAREER OPPORTUNITIES

Specialized Digital Marketing Roles:

SEO Specialist, SEM Specialist, Social Media Manager, Email Marketing Specialist, Content Marketing Specialist, Web Analyst, Conversion Rate Optimization (CRO) Specialist, Affiliate Marketing Manager, Influencer Marketing Manager.

Broader Marketing & Communications Roles:

Marketing Coordinator, Marketing Analyst, Public Relations Specialist (Digital Focus), Communications Specialist.

Sales & Business Development:

Digital Sales Representative, Business Development Representative (with Digital Focus).

Entrepreneurship:

Digital Marketing Consultant, launching a Digital Marketing Agency.

Highlights

- Learn the latest tools and technologies in digital marketing
- Utilize analytic reports and tracking tools of customer behavior
- Learn to create digital touchpoints and optimize the buyer's journey
- Increase customer engagement through digital marketing strategies

At A Glance

Program Credits

General Education Core: **28**

Program Requisites: **15**

Major Requirements: **45**

Electives: **32**

Total Credits to Graduate: **120**

Cost Per Credit: \$535

COURSEWORK

LAPU's B.S. in Digital Marketing degree requires the following coursework.
For more information, please visit: <https://www.lapu.edu/programs/digital-marketing>

General Education Core 28 Credits ¹	Students pursuing any of LAPU's bachelor's degrees are encouraged to complete the General Education Core before starting their major requirements. Prior coursework from regionally accredited colleges/universities may be transferred to meet the General Education Core requirements. View the LAPU Undergraduate Catalog for course details.		
In order to earn the Bachelor of Science in Digital Marketing degree, students must complete the following required courses while achieving a minimum cumulative grade-point average (GPA) of 2.0 in their major courses.			
Program Requisites 15 credits	BUSN 250	Business Communications	3
	BUSN 270	Business Law and Ethics	3
	ECON 203	Principles of Microeconomics	3
	ECON 204	Principles of Macroeconomics	3
	STAT 280	Applied Statistics	3
Major Requirements 45 credits	BUSN 310	Statistical Analysis for Business Decisions	3
	BUSN 340	Introduction to Business Analytics	3
	BUSN 350	Marketing and E-Commerce	3
	BUSN 395	Project Management	3
	BUSN 480	Strategic Management and Policy	3
	DMKT 300	Social Media Marketing	3
	DMKT 320	Digital Marketing Analytics	3
	DMKT 340	Mobile Marketing	3
	DMKT 360	Consumer Messaging	3
	DMKT 380	Search Engine Optimization	3
	DMKT 400	Consumer Behavior	3
	DMKT 420	Customer Relationship Management	3
	DMKT 440	Content Creation	3
	DMKT 460	Brand and Product Management	3
	DMKT 490	Digital Marketing Capstone	3
Electives 32 credits	Students may choose from any course in the catalog. If students wish to complete a concentration, they may complete a maximum of two concentrations. Students may also earn up to 30 credits of electives via Prior Learning Assessment (PLA).		
Recommended Concentration Students may choose a 15-credit Concentration as part of their Electives	<ul style="list-style-type: none">• Cultural Psychology• Industrial/Organizational Psychology• Organizational Leadership• Customized Concentration		

¹ 34 credits total; 6 credits are counted below in Program Requisites.

Students may also apply up to 30 credits toward the fulfillment of LAPU's requirements through Prior Learning Assessment (PLA) and previous coursework from regionally accredited colleges/universities.

	Total 120 credits
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Los Angeles Pacific University is an accredited, Christ-centered learning community that creates new hope for the future by offering convenient and affordable associate, bachelor's, and master's degrees to students of all backgrounds. LAPU provides a high-quality, faith-integrated education that is intentionally accessible, career relevant, and committed to student success.