



LOS ANGELES PACIFIC
UNIVERSITY



Bachelor of Science in **DIGITAL MARKETING**

ABOUT THE PROGRAM

The Bachelor of Science in Digital Marketing (BSDM) degree program prepares business professionals to leverage the latest digital tools and technologies to target consumer audiences and create brand loyalty while promoting products and services to consumers. Students learn to use tools and technologies that will prepare them to solve real-world problems, including harvesting customer data through analytic reports, analyzing the buyer's journey, understanding and tracking consumer behaviors, identifying expectations of consumers and creating digital touchpoints, identifying underperforming content leading to wrong keywords, and optimizing the marketing investment and the impact on company goals.

CAREER OPPORTUNITIES

A variety of marketing-related professions, including: advertising account executive, brand manager, digital content manager, market researcher, and marketing account executive.

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**

General Electives: **32**

Total Credits to Graduate: **120**

Cost Per Credit: \$475

COURSEWORK

LAPU's B.S. in Digital Marketing degree requires the following coursework.

For more information, please visit: lapu.edu/programs/bs-digital-marketing/program-details



General Education Core 28 Credits	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.
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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	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	3
	DMKT 300 Social Media Marketing	3
	DMKT 320 Digital 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	
General Electives 32 credits	Students may choose from any 100-400 level course in the LAPU Undergraduate Catalog .	

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.

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