

B.B.A. Digital Marketing Concentration

2023-24

WEBSITE

<https://www.swau.edu/academics/digital-marketing/>

DEPARTMENT PERSONNEL

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The Bachelor of Business Administrations degree (BBA) with a concentration in Digital Marketing is one of many BBA's offered by the Southwestern Adventist University's Department of Business. The goal of the Business Department is to prepare the student for a career in business, guiding them in obtaining the abilities needed to succeed in their chosen area. The student will develop competencies in integrity, research, and critical thinking, communications, leadership, & professional skills through classroom instruction and activities, projects, case studies, interaction with professionals from the community, and other methods.

Job Market

Digital Marketing majors will find jobs such as social media manager, search engine optimization (SEO) specialist, email marketing specialist, content strategist, content manager, digital designer, digital marketing manager, advertising manager, data analyst, and more. Some of our graduates choose to continue their education in graduate school resulting in successful careers in many of these fields at an even higher level.

Job Outlook

53% of total global media spending is spent on digital marketing. This indicates that the job outlook for individuals with specialty marketing degrees such as Digital Marketing will continue to improve. According to an article in LinkedIn, there are over 860,000 job openings for digital marketers, and it lists digital marketing as one of the top 10 most in-demand jobs.

Earnings

Earnings potential for graduates with digital marketing degrees varies widely depending on many factors including the geographic location, the industry you choose, position, skills, and experience. According to indeed.com, the average national salary for a SEO specialists is \$53,222 per year. Email marketing specialist earn \$58,360/year and social media managers earn \$59,422/year, while data analyst's earn \$65,634/year and digital designers earn \$95,609/year.



Business Core Courses

Required of all BBA students.

**BUAD 202 is required of all Freshman BBA majors. Junior level transfer students may substitute a business elective for this class with approval from their advisor.*

Southwestern students who are changing from another major to a BBA are also required to take *BUAD 202* unless their advisor recommends an alternative.

Item #	Title	Credits
ACCT 211	Accounting Principles I	3
ACCT 212	Accounting Principles II	3
BUAD 202	Introduction to Contemporary Business	3
BUAD 211	Profiles of Entrepreneurship	3
BUAD 270	Management Information Systems	3
BUAD 275	Introduction to Data Analytics	3
BUAD 301	Principles of Management	3
BUAD 311	Business Law	3
BUAD 460	Ethics and Business Social Responsibility	3
BUAD 466	Production and Operations Management	3
BUAD 472	Business Policies and Strategies	3
ECON 211	Macroeconomics	3
ECON 212	Microeconomics	3
FNCE 321	Business Finance	3
IBUS 319	International Business	3
MKTG 343	Principles of Marketing	3
	Sub-Total Credits	48

Item #	Title	Credits
MKTG 130	Introduction to Digital Marketing	3
MKTG 250	Career Navigation and Exploration in Digital Marketing	3
MKTG 270	Social Media Strategy	3
MKTG 280	Going Viral & Growth Hacking	3
MKTG 362	Lifecycle & Email Marketing	3
MKTG 365	Digital Marketing Analytics and Experimentation	3
MKTG 455	Growth Marketing & Multi-channel Digital Marketing Capstone	3
	Sub-Total Credits	21

Cognate Requirements

BUAD 317 may be taken as an alternative to COMM 111 and also fulfill the communication competency requirement.

Item #	Title	Credits
COMM 111	Speech	3
CSIS 106	Comprehensive Spreadsheets	3
MATH 141	Introduction to Probability and Statistics	3
	Sub-Total Credits	9

Sample 4 Year Curriculum

General Education Requirements

To view general education requirements for this major please visit: <https://catalog.swau.edu/core-curriculum-for-a-bachelors-degree>

First Year First Semester			First Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
BUAD 202	Introduction to Contemporary Business	3	ENGL 220	Research Writing	3
CSIS 106	Comprehensive Spreadsheets	3	MATH 141	Introduction to Probability and Statistics	3
ENGL 121	Freshman Composition	3		Fine Arts GE Requirement	3
KINT 112	Whole-Person Wellness	2		History GE Requirement	3
	Life and Physical Science GE Requirement	4		Life and Physical Science GE Requirement	4
	Sub-Total Credits	15		Sub-Total Credits	16
Second Year First Semester			Second Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
ACCT 211	Accounting Principles I	3	ACCT 212	Accounting Principles II	3
BUAD 270	Management Information Systems	3	BUAD 211	Profiles of Entrepreneurship	3
ECON 211	Macroeconomics	3	BUAD 275	Introduction to Data Analytics	3
ENGL 220	Research Writing	3	ECON 212	Microeconomics	3
MKTG 343	Principles of Marketing	3		Religion GE Requirement	3
	Kinesiology GE Requirement	1		Sub-Total Credits	15
	Sub-Total Credits	16			
Third Year First Semester			Third Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
BUAD 301	Principles of Management	3	BUAD 311	Business Law	3
CSIS 110	Principles of Computer Programming I	3	BUAD 317	Business Communication	3
FNCE 321	Business Finance	3	CSIS 111	Principles of Computer Programming II	3
MKTG 270	Social Media Strategy	3	MKTG 362	Lifecycle & Email Marketing	3
	History GE Requirement	3	MKTG 441	Viral & Organic Growth	3
	Kinesiology GE Requirement	1		Sub-Total Credits	15
	Sub-Total Credits	16			
Fourth Year First Semester			Fourth Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
BUAD 460	Ethics and Business Social Responsibility	3	BUAD 472	Business Policies and Strategies	3
BUAD 466	Production and Operations Management	3	MKTG 350	Consumer Behavior	3
IBUS 319	International Business	3	MKTG 440	Digital Marketing Analytics	3
MKTG 430	Search Engine Optimization (SEO) & Search Engine Marketing (SEM)	3		Literature GE Requirement	3
	Religion GE Requirement	3		Religion GE Requirement	3
	Sub-Total Credits	15		Sub-Total Credits	15