



PROGRAM OVERVIEW

Digital marketing is a field that's exploding in popularity and necessity. More companies are moving away from print advertisement and toward digital media, such as mobile ads and apps, social media and digital analytics. With your Digital Marketing degree from MACU, you will step into the exciting and growing world of marketing for digital-based audiences.

MACU's BBA in Digital Marketing is the first dedicated digital marketing degree in Oklahoma and one of the first of its kind in the United States. Our groundbreaking degree will expose you to the exciting world of marketing for digital audiences by giving you firsthand experience with industry-leading platforms and the fundamentals of public relations, economics, accounting and more.

MACU's Digital Marketing degree was designed and developed by field professionals who also serve as instructors in the program. They will guide you through many aspects of digital marketing, including search engine optimization (SEO), pay per click (PPC) and mobile advertising. This program will prepare you for certification in Google Ads, Bing Ads, Facebook and Instagram Advertising, Marketo, Salesforce and Google Analytics! Top career choices for digital marketing professionals include:

- **Content Manager**
- **Email Marketing Manager**
- **Marketing Analyst**
- **Paid Search Specialist**
- **Search Engine Optimization Specialist**
- **Social Media Manager**

MACU's Bachelor's in Digital Marketing was named as one of TechGuide's best Digital Marketing programs in the country for 2024.



PROGRAM COSTS

Courses in MACU's Digital Marketing program cost \$435/credit hour for lower division (University Core) classes and \$499/hour for upper division (Major) classes.

CAREER OUTLOOK

Employment of digital marketers is projected to grow 10 percent from 2020 to 2030.

This median annual wage for digital marketers was \$61,732 in May 2020, which was higher than the median annual wage for all occupations of \$41,950.

ACCREDITATION

MACU is accredited through the Higher Learning Commission (HLC) of the North Central Association of Colleges and Schools (NCA).



DIGITAL MARKETING

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY CORE (46 hrs.)

Specific courses within the University Core are listed in the University catalog.

Bible/Theology (12 hrs.)
Communication (9 hrs.)
U.S. History and Government (6 hrs.)
Science (6 hrs. plus 1 hr. of lab)
Math (3 hrs.)
Social Sciences (3 hrs.)
Humanities (6 hrs.)

REQUIRED BEFORE MAJOR COURSES (9 hrs.)

BUAD 1103 Introduction to Business
BUAD 2503 Business and Professional Communications
MGMT 2103 Business Software Applications

MAJOR REQUIREMENTS (33 hrs.)

Digital Marketing Major

MKTG 3103 Principles of Marketing
MKTG 3143 Consumer and Market Behavior
MKTG 3243 Marketing Analytics
MKTG 3253 Digital Marketing Channels
MKTG 3263 Market Research and Reporting
MKTG 3273 Professional Selling in Marketing
MKTG 3533 Brand and Product Management
MKTG 3713 Service Marketing
MKTG 4113 International Marketing
MKTG 4603 Social Media Marketing
MKTG 4803 Content Marketing

ELECTIVES (34 hrs.)

Choose thirty-four (34) hours from any area to meet the required minimum 122-hour requirement for your bachelor's degree. The following are recommended, but not required:

MKTG 3413 Mobile Marketing
MKTG 3513 Personal Branding
MKTG 3313 Sports Marketing
MKTG 4923 Internship

Students may choose to replace the electives above with one of the optional concentrations listed below or a Multidisciplinary option. (See Multidisciplinary options in the University catalog).

TOTAL REQUIRED HOURS: 122

Want to speak to an Enrollment Counselor about earning your degree?

Contact MACU Today!

Email: enroll@macu.edu

Phone: 888-888-2341

Website: www.macu.edu

CHRISTIAN

Not just in our name, it's who we are

AFFORDABLE

With federal financial aid and payment plans, we make it possible

PRACTICAL

Earn college credit for your work and prior learning experiences. Plus, apply what you learned in class at work the next day

CONVENIENT

Attend one class every five weeks and choose 100% online or one night on ground a week

ACCREDITED

Regional accreditation means we are transfer friendly

PERSONAL

Our staff and faculty know who you are and where you want to go