

DIGITAL MARKETING CONCENTRATION, MARKETING (BSB)

Digital marketer, showing a 39% growth rate, has become one of the most important job titles in the marketing industry. Estimates are that marketers' communications budgets will exceed \$120 billion by 2021 and advertising through digital means will represent 29% of that figure. A significant point relative to DePaul's student and employment base is that the state of Illinois is the third ranked employer of people with digital backgrounds. All organizations, for-profit and not-for-profit, large and small, need digital marketing to be successful. The Marketing Department offers the Digital Marketing Concentration for students to prepare to succeed in this industry.

A student majoring in Marketing with this concentration must complete the following requirements totaling at least 28.0 hours:

Course Requirements

Course	Title	Quarter Hours
MKT 321	SOCIAL MEDIA MARKETING	4
MKT 322	SEARCH ENGINE MARKETING & ANALYTICS	4
MKT 393	MARKETING INTERNSHIP	4
MKT 395	DIGITAL MARKETING ANALYTICS AND PLANNING	4
MKT 396	MOBILE MARKETING	4
Select two elective courses from the following:		8
MKT 315	STRATEGIC TOOLS FOR MARKETERS	
MKT 320	PRINCIPLES OF ADVERTISING	
MKT 323	CONTENT MARKETING	
MKT 333	MARKETING FOR THE SOCIAL GOOD	
MKT 340	MARKETING ACROSS CULTURES: A CULTURAL PERSPECTIVE ON MULTICULTURAL MARKETS	
MKT 342	SPORTS SPONSORSHIP MARKETING	
MKT 352	NEW PRODUCT DEVELOPMENT	
MKT 359	STRATEGIC MARKETING MANAGEMENT	
MKT 360	INTERNATIONAL MARKETING	
MKT 377	SALES FUNDAMENTALS	
MKT 378	SALES STRATEGY & TECHNOLOGY	
MKT 380	SCIENCE OF RETAILING	
MKT 383	ANALYTICAL SALES	
MKT 384	CASES IN CATEGORY MANAGEMENT	
MKT 385	SPORTS SALES	
MKT 386	SOCIAL IMPACT SALES	
MKT 387	SHOPPER INSIGHTS IN MARKETING	
MKT 388	ECOMMERCE MARKETING	
MKT 390	SERVICE MARKETING	
MKT 398	SPECIAL TOPICS (multiple topics may be used)	
MKT 399	INDEPENDENT STUDY	

MKT 420	CANNABIS BUSINESS-THE SOCIAL & ECONOMIC IMPACT & PRACTICE
HSB 341	BEHIND THE SCENES WITH CHICAGO SPORTS ORGANIZATIONS
HSB 356	SPORTS MANAGEMENT
IB 350	INTERNATIONAL BUSINESS SEMINAR

Business Communication Requirement

Driehaus students majoring in Marketing must complete MKT 276 for the Communication requirement in the Business Core.

Second Marketing Concentration

A student majoring in Marketing may have more than one Marketing concentration.

Exception: students with Marketing Insights Concentration cannot have a second Marketing Concentration.

While a student may complete more than one Marketing concentration, at least 50% of the courses used for the completion of a second concentration must be unique to the completion of that concentration.

Global Business Perspective

If a MKT course or IB 350 is shared between Global Business Perspective and the Marketing major, additional hours of Open Elective credit are required. Any MKT or IB 350 used for Global Business Perspective course must be passed with C- or higher.

Experiential Learning

MKT 393 is required in the Digital Marketing Concentration. Consult with academic advisor regarding options for Experiential Learning.

Graduation Requirements

All Marketing (MKT) courses and any other courses used toward the Marketing major must be completed with a minimum grade of C- and with a combined GPA of 2.000 or higher.